

# VARIETY

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64 PAGES

## PANNING CRITICS PANNED

### Radio Seen as Reason for Victories Of Liberal Political Candidates

Chicago, Sept. 17. Political observers are claiming that radio is largely responsible for the increased number of liberal and radical candidates being elected to office. They back this claim up with facts and figures, charting the rise of radio talks with the rise of successful liberal candidates. They state that radio has made it possible for these liberals to directly reach the public without the other side of the coin—the newspaper. They also state that the newspapers were the only means of contacting the voters. And since the majority of papers were rock-ribbed conservatives only the main line candidates got any editorial plugging.

Today the radical or liberal candidate can purchase 15 minutes of time on a station and spellbind the multitude with his own voice. There are many names which the observers list as being elected through the power of the radio, but they point to the votes garnered by Dr. John C. Brinkley in Kansas as the prime example. With all the newspapers bawling him, Dr. Brinkley got more than 800,000 votes in Kansas within a hairline of election. Observers also name the recent Upton Sinclair nomination as an example of radio overpowering newspaper opposition in the garnering of votes.

### Los Angeles Talks Its Own Radio City To House Stations

Los Angeles, Sept. 17. Plans are being drawn for a 15-story radio building that would house all local stations. Local promoters are said to be behind the project.  
Both wire and local independent stations have been approached on the plan to concentrate the industry under one roof. Cheap rentals are offered as the lure with the promoters fearing the real world of radio, and of by small artists and producers coming to this city.

### Jr. Newspaper Guilds At Journalism Schools

New York, Sept. 17. A plan to establish a Junior Guild of Journalism in the schools of New York City is being pushed by the city's newspaper men. A committee will be formed to take the plan to the public and to the city's schools.

### Charity Festival

There'll be a run on celebs with time on their hands the week of Sept. 21, when Loew creates its own gratis-name competition on Broadway, playing Ed Sullivan at the Capitol and Paul Yawitz at the State.  
Both Broadway comedians are expected by the booking office to attract names for loans and free appearances all week. At the Capitol Sullivan will be on the bill with George Jessel and Jackie Cooper.

### HOOFING ORCHS. ON FAST R. R. RATTLERS

Chicago, Sept. 17. Musicians' union has issued a wage scale for members playing on trains as a result of sudden interest in train bands, following the innovation of such a stunt by Paul Whiteman on a New York-to-Florida floor. Now the Midwest and western crack trains, such as the Chief, Big Boy, Dynamite Limited and others, are considering adding bands to their list of conveniences.  
Scale for train musicians is as follows:  
Per man per week, \$50  
(Continued from page 52)

### 90% NEW B'WAY SHOWS RAPPED

Generally Unfavorable Press Burns Mgrs. — Disagreement Over Openings Extends to Newspaper Staffs — Some Papers Let Boys Fight It Out

### WISECRACKS

Only one show out of 10 new attractions which arrived on Broadway this season up to the current week met a favorable press. When the first flight shows didn't interest the critics, general idea was that perhaps the plays were at fault.  
But when last week's flock of six productions was cracked down on by the reviewers, managers made drastic, if not bitter, comment. One producer yanked his show Saturday (15), while another is figuring on getting back with the critics, even appealing to Equity about it.  
(Observers without prejudice be-  
(Continued from page 52)

### MORRO CASTLE S.O.S.'ER ON B'WAY FOR \$1,000

Arthur Mayer has signed George Sparks' Rogers, chief wireless operator of ill-fated Morro Castle, for week's personal appearance as featured on the stage of the Rialto, on Broadway, beginning today (Tuesday).  
Rogers is stated to be receiving \$1,000 for the week.

## REPORT NEW RCA VICTOR TELEVISION QUALITY LIKE 16 MM. PARLOR FILMS

### \$100,000 to Dempsey For Ghosting Eatery

Jack Dempsey will be guaranteed around \$100,000 a year by Jack Vernon as the front man of Jack Dempsey's Eating Shop. This will be a chop-house opening this fall on 4th Avenue and 10th St. in the city of the former N. Y. Mount Pleasant publisher plant. Dempsey will be treated and considered a prominent, well-known show attraction in the city.  
Vernon is a partner with Jack Allen in the Hollywood restaurant. He is a member of the Hollywood restaurant. He is a member of the Hollywood restaurant.

Television has taken another long stride forward within recent weeks, and particularly nothing is being said about it. Vladimir Zworykin, head of the RCA Victor Electronic Research Laboratory in Camden, N. J., has stepped up a decision transmission from 150 lines per minute, the lower limit, to 100 lines. Results of this increase is described by insiders as "unbelievable to the average man," and by home-moving pictures of 16 mm. type.  
With a publicity and with every effort to keep the tests strictly an international matter, RCA Victor has for some time been conducting from a studio in the Empire State Building, N. Y., several demonstrations of the 100-

### Mpls.' Showman-Mayor More Drastic Than Ever; Air-Tight Lid on Niteries

### Sin-Gin Bad Poetry

"I Ain't Gonna Sin No More", tune from Universal's "Gift of Gab", has a special set of radio lyrics. Revamping of the version for air use was done last week at the suggestion of the NBC program department.  
One of the things in the song that the network censors didn't like was the rhyming of "sin" with "gin". Publisher of the scores is Harms, Inc.

### ELDER MICHAUX 'CONGREGAT'N' IN N.Y. BOW

Brother Elder Lightfoot Solomon Michaux, the colored revivalist of the Potomac, will debut in New York Oct. 7 at Madison Square Garden. The colored parson, who is on the Columbia network Saturday nights, heretofore refused all offers to invade the metropolis, but finally decided to bring his "congregation" to the big town at the suggestion of Morris Green, legit manager.  
There will be a matinee and night meeting at the Garden. Week prior to the sessions the revivalist will  
(Continued from page 52)

Minneapolis, Sept. 17. Clamping down on air-tight lid on night clubs, A. G. (Boss) Balmbridge, showman-mayor, has issued orders prohibiting all entertainment except orchestra music or vocal soloists.

All floor shows are out, as a result of the mayor's drastic decree. Approximately 60 night clubs are affected. The order, issued Saturday, is effective today (17).  
Action was prompted by complaints against "indecent" in floor shows, with nudily particularly objectionable, the mayor says.  
"Complaints received at this office charged that costumes in most clubs were too scanty to comply with requirements of decency," explained George Glueck, the mayor's secretary, also a former theatre manager.

No Doubling  
Under the order, "singing waiters" also are taboo. It is specified that no performer or entertainer employed in any night club shall at any time serve as a waiter or waitress and no waiter or waitress  
(Continued on page 52)

### N. Y. Dailies to Give B'way Niteries Regular Critiques

Chicago has heretofore been the only big city where niteries, hotel and other cabaret and roadhouse entertainment was accorded regular reviews like the new plays and pictures. That's because of the recent World Fair crowds infusing large ad space by the night life spots in the Chi dailies.

Mark Miller, a Broadway nite club p.a., has been doing misadventure work among the New York editors and publishers and similarly induced them to accord the new cabaret and hotel shows a regular review. N. Y. Times indicated that service with yesterday's issue. Other dailies will similarly devote space.  
Miller, who p.a.'s the Hollywood restaurant, showed how that one spot alone spends \$75,000 in newspaper advertising annually. He also handles the Riviera, another large night space user.

### Merchants Sponsoring Acts in Frisco House

San Francisco, Sept. 17. Casino theatre here, operated by Harvey Amusement Co., has hit on new way to chief down costs of talent.  
Theatre, recently barred from using "bank night" now lures vaude talent, paying minimum \$100 a week, then goes merchants to pay artists' salaries. Merchants pay off is that act is introduced by success as "by courtesy of—"

### Film Agency Uses Air To Plug Its Client

Hollywood, Sept. 17. A film talent agency is utilizing radio to plug its clients.  
Al Rosen's office had made a deal with KKK whereby the agent will supply the talent in exchange for a plug line at the end of the half hour broadcasts. Special music for the broadcasts will be written by two of the agency's music scribes, Roy Turk and Dick Whitting.  
Deal is for three programs a week and without any cash payment. If the deal goes, an attempt will be made to get a commercial

(Continued on page 52)

# 350 BROADCASTERS HUDDLE

## Radio Code Authority Preparing Nat'l Survey of Ether Rate Trends

Washington, Sept. 17. A nationwide survey of radio rate trends, the second such study since broadcasting became an important industry, has been launched by James W. Baldwin, executive officer of the Broadcast Code Authority.

Seeking to discover the effects of both the depression and the N.R.A. code on rate schedules, Baldwin is compiling statistics from rate cards filed with the C.A. and expects to compare present trends with conditions uncovered in 1931 by the former Federal Radio Commission. Convinced by a cursory examination that the detailed study will show relatively little change in the general rate level, Baldwin intends to obtain information which may enable the industry to refute charges that costs to the advertiser have risen as a result of N.R.A. efforts to stabilize rates and movements to curb price-cutting and chiseling.

Patterned after the 1932 investigation, the current research will relate to charges for 15-minute, nighttime periods and will be broken down by zones to facilitate comparison. Industry spokesmen have asserted that rates are relatively unchanged, but until study is completed they are handicapped by specific data on this subject.

Report on rate variation by zones and stations sent to the Senate two years ago showed that rates for stations of 5kw or higher power were highest in first and second zones and that scale ran for all stations and all zones from \$11.77, for transmitters under 100 watts in the third zone to \$251.44 for high-power stations in the second zone. Great variations were shown in rates for stations over 5kw, but trend for small stations was relatively uniform.

Initial results of the study suggest that in certain zones, rates may have increased but that on the whole the general level is relatively close to 1932 when the national averages ran from \$15.49 for stations under 100 watts to \$179.96 for stations over 5,000.

### Whiskey on KYW

Chicago, Sept. 18. Toronto's Gomerlath and Wills, Ltd., makers of G. & W. whiskey, are invading the radio. On KYW, starting Sept. 18, with three 15-minute nightly periods a week, for 13 weeks, with options.

Program is called the All-Star Revue, with Dorothy Adams, the Campus Trio and Rex Maupin's orchestra.

### Better Be Good

Philadelphia, Sept. 17. While WPER presy, Clarence Traubel, is reciting from a serious operation, lines have been installed at his hospital bed from the station so that he can hear WPER programs.

In Traubel's absence, Radio Center is being operated by WPER Manager Lou Jacobson.

## STOP KIDDING US, NBC TELLS WLW

Cincinnati, Sept. 17. Tired of not knowing whether the network is in or out of a delegation of NBCers will wait upon Powell Croasley, Jr., this week and demand to know what WLW proposes to do. Edgar Kobak, Niles Trammel, Frank Mason and Donald Withycomb, three vice-presidents and one stationer, will do the pinning-down. Odds at the convention are that the answer will be stalled as WLW right now can't accurately gauge its own affections due to the lack of signed contracts for the new quality group consisting of WLW, WGN, Chicago; WOR, Newark, and WXYZ, Detroit.

Bonne Amusee and Horlick's Malted Milk are contracted for the quality tie-up to date.

### SCOTT HOWE BOWEN TALKS SHOWMANSHIP

Cincinnati, Sept. 17. Scott Howe Bowen attending the convention as WIBC, Utica delegate is developing a thesis that Shakespeare's venerable dictum, 'The play's the thing' now governs broadcasting.

Bowen makes an important conversion to the showmanship viewpoint. As a long-time proponent of waxed entertainment he is now of the opinion that the dedication of circulation arrived at by guesswork mathematics is obsolete and rapidly being discarded.

Programs will become all important he holds.

## THEORIES AND ACTION AT N.A.B.

### Conflicting Factions Advance Varied Proposals and Candidates—Same Old Division of Big Biz vs. Independents

#### NBC SECRETIVE

By Ben Boder

Cincinnati, Sept. 17. NBC did not advise affiliate stations of the new compensation scale in advance of the N.A.B. convention. This notification was originally intended for release on Sept. 16 so that its soothing syrup effects might work for harmony. Network evidently got cold-feet, fearing that it might have incorrectly diagnosed the probable reactions of station owners to the revamped money chart.

This failure of NBC to show its hand may be considered an influencing factor in favor of a movement, that on Monday was gaining headway. Broadcasters affiliated with NRC and others linked to the CBS chariot were pondering a substitute maneuver for secession.

#### Comparative Strength

As contemplated by its apostles the new set-up would be the organization of the NRC and CBS affiliates into groups within the structure of N.A.B. with the avowed purpose of placing individual stations in a position to deal with the networks on a basis of comparative strength. More sympathetic and effective response from the networks to the individual stations' problems and the eternal question of how much is enough station compensation for national commercials.

#### Hot Election?

Cincinnati, Sept. 17. Nicely lubricated the N.A.B. machinery looked like it would avoid the broken pavements of discord. N.A.B.'s 12th chieftain opened mild enough after all the profound predictions of molten sugar.

Looked like the election of a president would focus some real fighting. Backers of Alfred McCook, WOR head, felt confident they could push their man across for a third term. Prospect doesn't please lots of the boys but they may not be able to get behind a rival.

Late Monday it looked like H. K. Carpenter, of WIBC, Cleveland, might emerge as a dark horse candidate. Strong sentiment favored Leo Fitzpatrick, No. 1 v.p. of N.A.B., but Leo isn't much of a buddy with the networks.

There are \$44 registered at the convention, an unprecedented total.

are the much-to-be-desired objectives confessed by the broadcasters. As expected the hazards of secession outweighed the odium of any existing dissatisfactions. Even the most candid broadcasters hesitated a long time before the leap into the unknown that a break-up of the N.A.B. would imply. So the compromise for holding the outer shell of unity and fighting the networks within the scope of N.A.B. became the chief focal point of convention attention.

Midwestern and far western stations are the leaders against the networks. And no matter how well-oiled the steamroller may prove by the convention's end there will be more stirring up of dust than at any previous N.A.B. convention. Especially large attendance this year strengthens the insurrectionists.

#### No Likes

Objectionable to many of these station men even (1) The Broadcast (Continued on page 45)

## CBS' Spot Subsidiary, Radio Sales, Reorganized with New Personnel

### DILL'S ADDRESS

Press-Radio Bureau a Big Flog He Tells N.A.B.

Cincinnati, Sept. 17. N.A.B. President McCook warned the convention not to brush aside the newcasting problem as unimportant. He preceded Senator C. C. Dill in alluding to this subject. Dill came 'em both barrels. At least 100 stations should band together, Dill declared, and set up their own news-gathering organization on a national and international basis.

Bank failure was Dill's stigma of the existing press-radio relations. Networks forced the compromise to ease their own difficulties in dealing with the press, the senator averred. As a result broadcasting has been at the mercy or charity of publishers.

## LUNACY PLEA FOR TALBOT

Denver, Sept. 17.

A lunacy complaint has been filed in county court against Freeman H. Talbot, manager of KOA for ten years, by his wife, Mrs. Della Talbot.

Talbot is facing charges in the Federal court of attempted extortion and sending a threatening letter through the mails. The government claims Talbot tried to extort \$4,000 from a wealthy friend. Talbot is at liberty on \$2,000 bond and is under treatment and observation in a local sanitarium.

With the filing of the lunacy complaint it became apparent Talbot will plead insanity at his trial.

### CBS RENTS 2D N. Y. DRAMATIC THEATRE

Columbia has taken over the Maxine Elliott, light house located below Times Square, as the second of its outside New York studios. Other ex-lighter occupied by the network is the Hudson.

Need for another auditorium was brought to the fore recently when Fletcher's Cantor insisted that it have available a place to invite an audience for the Roxy programs or else. Another account had first call on the spot just preceding the Roxy event at the Hudson.

As soon as it has received the signed contracts from all the affiliated stations involved in the spot booking project Columbia will put its subsidiary, Radio Sales, Inc., through the reorganization ringer. Preliminary revision of the subsidiary's personnel setup has Charles Stark out and Bob Stevenson, who was recently brought on from Chicago, in as general manager.

When the revamped division gets going its representation list will consist of the eight CBS owned and operated outlet, the Don Lee network and 15 stations aligned with Columbia in its hookup operations. It is CBS' plan to divorce Radio Sales eventually from the web's interlocking enterprises and turn all station contracts over to a threesome of spot broadcasting experts, who, though responsible to Columbia, will share the booking commissions among them. Under this arrangement Stevenson would retain top position in Radio Sales, while his associated directors would share the profits with him. As yet Columbia has not picked these associates.

When CBS decided to extend the operations of Radio Sales it addressed invitations to around 40 of its affiliated stations. Of this list 40 reputedly wrote back that they would be interested in joining up on an exclusive basis. Web eventually pared the amenities down to 15 stations, figuring that it would be best to limit the representation until the proposition was thoroughly organized and operating smoothly.

## WLS Renews With NBC on 2-Year Deal

Chicago, Sept. 17.

Prairie Farmer station, WLS, and NBC have gotten together on a new deal, following the WLS notice to NBC that it would quit its present contract on March, 1935. New contract will go into effect on Oct. 1 and carry for two years.

Farm station secured healthy adjustments in its arrangement with the network, securing additional revenue for its time, an additional six hours of evening time weekly and full use of the NBC short wave facilities in Chicago.

WLS will continue use of the WENB transmitter.

## Broadcasting Enemies Everywhere

### Bellows Commends Federal Trade Commish, However, as Fair and Reasonable

Cincinnati, Sept. 17. Henry Bellows addressed the N.A.B. convention today (Monday) on the legislative problems, past and anticipated, of broadcasting. Anti-radio legislation while centered mostly in Washington also has its southern echoes and Bellows advocated the formation of more state-wide broadcasting associations to combat local measures and co-operate with the national headquarters of N.A.B. New York, West Virginia, Rhode Island, Massachusetts and Delaware are states where radio laws or taxes have recently come up.

Bellows stressed as all-vital the Oct. 1 hearing before the Radio Division of the Federal Communications Commission and urged that a strong summation of the broadcasting industry's side of various con-

ventional problems be placed on the public record at that time.

#### Likes Trade Commish

In addition to the need for regional sentinels Bellows advocates the mobilization of stations behind the Federal Trade Commission. This body has proven itself fair and reasonable and broadcasting might well invite a condition of advertising control by the FTC in preference to anything proposed by a revived (as expected) Tugwell bill this January. Full and hearty co-operation with the Trade Commission is the best and only effective protection against enactment of legislation of the Tugwell variety, the legislative chairman declared.

Bellows in his speech tossed bouquets to Senator Dill and Representative Bayburn and Blund, but had been open-minded and just, he opined.

## Chicago Trib Peeved at Landis

### Ford Pays \$100,000 for World's Series Rights—Leaves WGN Out in Cold

Chicago, Sept. 17. Station WGN regrets the deal whereby NRC-CBS gets the exclusive broadcast rights to the Detroit-New York World Series. That denies WGN a peek-in or else compels a pick-up of the commercial broadcast without sharing in the sponsors appropriation.

Tribune officials have been trying to contact Judge Landis, baseball czar, but the judge can't be found. Or at least couldn't be up to Sunday.

That incident may result in the Tribune leading a publishers' quar-

rel with organized baseball is threatened.

M. H. Aylesworth Saturday (15) delayed NRC's acceptance of the World Series on a commercial basis. Broadcast rights he carried over both NRC and Columbia, with Ford Motor paying over \$100,000 for the rights to the games to Judge Kenneth M. Landis on behalf of organized baseball.

Cole, it is understood, will be distributed among the players on the contending Detroit and New York Giants teams. It will make the first time that the event has been backed by a commercial. NRC on previous years has refused to tie up a sponsor with the event.



# RADIO-DIRECTED STRIKE

## NBC's Big Delegation

Cincinnati, Sept. 17.

With the delegates that NBC has shipped on to the NAB convention the network should have little trouble swinging the balance of power when it comes to enrolling 'aye' or 'nay' on an issue, NBC's contingent numbers 19. Three of them, Frank Russell, Edgar Kobak and Frank Mason, are v.p.'s, with the rest of the representation made up of station managers, station relations reps, engineers and Westinghouse execs.

Among the assignments facing this group is the holding of the regular monthly meeting for managers of NBC owned and operated stations. This gathering is slated for tonight (Monday). Gang NBC has on hand for this convention is the largest by far than any which has attended previous NAB meets. At last year's meet in White Sulphur Springs the representation from NBC's payroll was limited to four persons.

Here's how the web has them figured for voting, according to station:

OUTLET	DELEGATE	ALTERNATE
WEAF	William S. Hedges	Frank Mason
WJZ	Frank Mason	Charles Horn
WRC	Frank R. Russell	V. P. Callahan
WMAL	K. B. Berkley	Frank H. Russell
WENR	Niles Trammel	Donald Withycomb
WMAQ	Niles Trammel	C. A. Zimmerman
WTAM	W. W. Smith	Roger W. Clipp
NPO	Donald Withycomb	Edgar Kobak
KGO	Edgar Kobak	K. C. Wooley
WG	Kolin Hacer	Lloyd C. Reiser
WBZ	John A. Helman	E. M. Ekin
KDKA	L. C. Gregory	Harry A. Woodman

## DYING WOMAN'S SERMON OVER RADIO

Harrisburg, Ill., Sept. 17.

WMBQ took a dip into the macabre and broadcast the dying words of a woman evangelist.

It was part of a prayer service staged by the First Apostolic Church in the hospital room of Isabelle Flowers, 26-year-old preacher. Place where the woman delivered what she believed to be her last message to the world was Pinckneyville, about 100 miles from here. Remote hookup also carried a prayer by the church's pastor, Rev. A. D. VanHousen, and its choir, all of whom were grouped around her hospital cot. Services lasted 45 minutes.

Rev. VanHousen wanted to know whether she realized that the folks tuned in were interested in her attitude toward death and whether she had any hope of being helped. Her answer was that she wanted everybody to know that she was in the Lord's hands and that if she couldn't be healed she was not afraid to die. The woman evangelist's parting words to her audience were, "If I don't see you any more on earth, I'll meet you in rapture."

Photos were taken of the dying evangelist, the Rev. VanHousen, the announcer who handled the broadcast, Bonnie Wire, and the crowd outside the pickup spot.

Last report was that the evangelist was still alive.

## GYGI-WCFL WEB IS DEFERRED

Chicago, Sept. 17.

Now appears that the new On Opri network with WCFL, the Chicago Federation of Labor station as key outlet, will not get started before Nov. 1. Originally scheduled for Oct. 1, arising, the difficulties will not permit until 30 days later.

It will fall into the growing list of regional webs and will take in some 30 independent stations in Wisconsin, Illinois and Indiana. There are continued negotiations to induce the present Michigan network into this group but it doesn't appear that this deal will be accomplished.

## Not Censors, Don't Want To Be, Communications Member Tells NAB

Cincinnati, Sept. 17.

Hampson Gray of the Federal Communications Commission told the NAB convention "we have no powers of censorship over radio and we desire none. We want broadcasters themselves to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance, the kind that good taste and common sense suggest."

Gray made the further declaration that "nothing revolutionary is in view." There will be no drastic readjustment agreed on wavelengths he implied.

William Farnell has joined the staff of WTMJ as an announcer and production man. Comes from WIFA, Madison.

## A.F.L. INTENT ON CORRALING 11 MORE RADIO ASSIGNMENTS FOR EDUCAT'L USE

### NRA Angle in Organized Labor's Desire to Add to Its Key City Radio Strength—Educational Propaganda for Employers in Labor Relations

Washington, Sept. 17.

Planning to for both commercial broadcasters and other non-profit interests seeking radio facilities, as well as Federal Communications Commission, organized labor intends to present demands for 11 assignments at next month's hearings on educational use as radio facilities, it was revealed here today.

With all factions ironing out cases and members of the F.C.C. growing jittery over possible political repercussions, notice was served on all parties Saturday (15) that right time schedule will be prepared to speed up and insure orderly procedure in hearings. Sessions begin Oct. 1 and preliminary conference is set for next Monday (24).

Attempts to capitalize on discussion and rivalry between various church and educational groups, the American Federation of Labor will spill a detailed plan for building up a nationwide propaganda network for the union cause, it was indicated. Believed A. F. L. already has its eyes on specific assignments now in use but plan is

## PRESS MUTE IN HAZELTON, PA.

### WAZL Acting in Accord with Union Officials Is Only News-Dispensing Agency in Town 100% Shut Down by General Strike

#### SPECIAL CREW

Hazleton, Pa., Sept. 17.

Radio is the only medium of public expression here since Michael Hartnady, president of United Mine Workers of America, District No. 7, called a general labor holiday.

General strike, called in sympathy with the textile strike, paralyzed every activity in the community. There are no buses, theaters, bars, or milk or bread deliveries operating. And no newspapers published.

Only Federal-licensed Station WAZL carries news of the holiday and the activities of the labor organizations. Vic Diehm, manager of the station, arranged a deal so that six union musicians were permitted to continue work and are the only ones of more than 30,000 union members in the city who were not called in the strike.

#### Along Press Lines

Taking advantage of the unique opportunity, Diehm quickly reorganized his staff along newspaper lines. Commercial staff became the reporters, he himself served as the editor and the station announcers took turns handling the news on the air. William Beck and Thomas Tito were the star reporters and with other commercial members covered the entire city.

Acting in the capacity of an advisory news editor is Llewellyn Richards, director of publicity for the United Mine Workers, who has a desk at the station. Arrangements were made to broadcast the entire labor parade following strike (Continued on page 48)

## Sense of Humor Test Applied to Seattle Politicians by KJR on Election Eve

### Rosy Extempore

Cincinnati, Sept. 17.

Bob Rosenblatt's remarks to the N. A. B. convention on Wednesday (19) will be extempore. NRA administrator for amusements will speak without preparation.

### Sustainers Exchange Next Step of Quality Group; Starts Shortly

Detroit, Sept. 17.

Discussions are reported in progress looking to the exchange of sustaining programs between WXYZ, Detroit, WJIN, Chicago, WLW, Cincinnati, and WOR, Newark. These stations constitute the largest-powered regional web yet organized but up to now the stations have devoted attention chiefly to getting commercial.

It has been figured that the telephone tolls on a four-way hook-up will work out cheaper on sustainers than would the cost of each station producing four programs apiece. In other words, producing one show and being fed three figures an economy. Hence the stations are receptive and will shortly start a production exchange of fairly extensive scope.

Still another factor is the need to buck the network program quality.

Chicago, Sept. 17.

After a month of negotiation the new "quality group" regional web of WXYZ in Detroit, WLW in Cincy, WOR in Newark, and WGIN here, is set. Horlick's malted milk will go on this four-transmitter spread on Oct. 1. Will hit 15 minutes nightly for six times a week.

Show is Lun and Ather which has been on WUCD in Minneapolis, and lately on WGIN for Horlick's. Lord & Thomas agency handling the business.

Seattle, Sept. 17. A "Political Circus" on the eve of Washington's primary elections was put on last week over KJR for all candidates who had leased political time on either station KJR or KOMO.

Whole program, designed to relieve tension "just before the battle," was one of levity.

With "The Man on the Flying Trapeze" as the theme song and with the "Ananias Party" spouting its platform, the office workers had a hard time being serious in the minute's speaking time allotted either of them. There were 30 or so who spoke.

Cutting up was by prominent politicians. Judge Charles Moriarty acted as chief ringmaster. Judge Joe Sweeney, burlesquing a political talk, opposed putting a chandelier in the city hall because these dumb guys that work there wouldn't know how to play one anyway.

Finale of hour's program was singing of "Flying Trapeze" by audience of 360.

Fred Warwick, KOMO-KJR political chief, responsible for the works. His recent addition to the commercial staff as specialist in this line has shown great results.

## WBB-WDAF FEUD OVER PROGRAM

Kansas City, Mo., Sept. 17.

Latest feud that has sprung up between WBB and WDAF, the Kansas City Star's mouthpiece, involves the local rights to a musical clock program. Situation reached the boiling-over a time as far as WBB was concerned when the daily pulled an ad in which the former outlet called attention to the fact that its own clock affair was still on the air.

Argument started when the Kats Drug Co., chain store operators and one of the major newspaper advertisers in town, ceased bankrolling the musical clock feature on WBB and switched its radio business to WDAF, and the Star's outlet built a replica of the clock idea for the account. WBB originated the early morning show for Kansas City eye-knucklers in 1921, importing Hal-lowsen Martin, the original musical clock announcer of KYW, Chicago, to train the WBB staff.

When the Kats chain changed stations it ran a three column ad in the Star announcing the program. WBB came back with spotlight ads in both local papers reminding listeners that the "original musical clock" was still running on that outlet. Star ran the ad for two insertions and then noticed WBB that the thing was no longer welcome. Daily continued, however, to print the ad telling about the Kats Musical Clock on its own station.

Question now occurring to local broadcasters is whether consistent newspaper plugging can alienate an audience from a long established radio feature. WBB is continuing the musical clock, unsupported.

## WBAL Stymies WICC

Baltimore, Sept. 17.

At the request of WBAL, Baltimore, the Federal Communications Commission has deferred the application of WICC, Bridgeport, Conn., for more wattage.

Local broadcaster asked, and was awarded, a fortnight in which to make ready to desist for it is virtually whether or not there would be any interference between the two stations if increase in power is given WICC a 500 watt, which wants its strength doubled during specified periods each day.

# VARIETY

## A NEWSPAPER for

# BROADCASTING



Currently the National Association of Broadcasters is holding its 12th annual convention in Cincinnati. Which seems to be a good spot in which to say a few words on the subject of a trade newspaper for broadcasting.

A newspaper is quite different in organization, purpose and usefulness from a magazine. VARIETY is a trade newspaper. Its radio reporters are located in over 200 towns and cities. Every week a panorama of activity in broadcasting is unfolded in VARIETY's radio news columns. This news is gathered, edited and presented with the sole thought of packing into each issue as much information concerning the complex, diverse, far flung and rumor rife industry of broadcasting as the enterprise and alertness of these 200 radio reporters can supply.

From VARIETY its radio advertising readers derive an information service that should help them in the conduct and guidance of their business affairs. VARIETY does not presume to tell anybody how to run his business, but VARIETY, in fulfilling its function of reporting the news, does provide information on where money is being spent, what program tendencies are developing, what trade politics or policies are formulating and, in short, what's new and news in broadcasting.

VARIETY's freedom from entanglements or commitments qualifies it to render the broadcasting industry newspaper service. If VARIETY has an editorial bias in regard to radio, it is primarily the conviction that salesmanship and engineering, stressed so much in the past, is only half the story of broadcasting. The other half, VARIETY maintains, is showmanship.

There is nothing mysterious about showmanship, but it seems odd that some station men continue to choke on the word. Showmanship simply means the ability to put together effective programs, to hold audiences (circulation) to satisfy the advertiser and to stay inside the frontiers of good taste (the terms of the broadcast franchise), and to make this pay.

VARIETY links the advertising agencies and network centers with the regional stations through a weekly news digest of the entire industry. And the advertising agencies reading VARIETY offer the regional stations the best argument in favor of stations using VARIETY to reach the time buyers.

VARIETY has urged radio men, and now repeats the suggestion, that they read and use VARIETY in the widest possible sense. Few station men will dispute that broadcasting's chief competitive amusement is motion pictures. And from the older amusements of vaudeville, legitimate and night clubs there is much that can be learned, borrowed or adapted. Why should a broadcast executive restrict the scope of his interest to radio and attempt, ostrich-like, to ignore the forces competing with broadcasting for public favor and popularity?

VARIETY is a newspaper, not a magazine. VARIETY seeks, it does not wait for news. There's a difference.

Read and use VARIETY as a trade newspaper, the only one, of broadcasting.





**COMEDY STARS OF N'WOOD.**  
Brown and LaVella, Baltimore Orchestra  
Talk and Music  
10 Mins.  
**COMMERCIAL**  
WGN, Chicago

Excellent radio platter for Althea Scherer. Croucher comedy by Brown and LaVella is on a par with the general radio standard for laughs. However, the two make a big error of having the audience much too vociferous and too hearty. So enthusiastic is the laughter that it comes over the loudspeaker as a phony.

Other items in the stamens of most of the songs. It is dangerous to use popular numbers on platters since the month or so between recording and release is sufficient time in radio to make a popular tune a mothballed one. It would seem the better judgment to record standard numbers, particularly sound-foundation tunes of hit musicals of the past decade. These songs don't show their age as much as popular releases.

These two items of comment are merely sidelights on the show; they must not be construed as damning the program itself. Platter is well-constructed, times nicely. The music is good enough and the chatter of Brown and LaVella can get across in any home. Commercially aimed at the youthful section of the population, it has a good chance of getting its sales area across. *Good.*

**THE EDITOR'S SPOTLIGHT**  
News Analysis  
10 Mins.  
WGN, Chicago  
WTCN, St. Paul-Minneapolis

St. Paul Dispatch, co-owner with the Minneapolis Tribune of station WTCN, instructed on Thursday (10) night a hearty-side talk to its listeners by its editorial director, Herbert Lefkowitz. Object of this sustainer, which goes on weekly at 8 p.m., every Thursday, is to analyze and explain in language understandable to the masses the big, non-controversial news of the day. Program is divided into two subjects: the U. S.-Cuba reciprocal trade treaty and Secretary Morgenthau's speech about the nationalization of gold.

Lefkowitz' speech proves surprisingly witty-worth for a personality hitherto unassociated with radio, and it goes without saying that his grasp of the subjects handled left nothing to be desired. Program strikes a welcome note in these days, when most big news goes over the pole's weekly. Should hold for a big weekly following. *Rooschick.*

**JERRY CROWLEY'S SPORTS**  
Talks  
15 Minutes  
**COMMERCIAL**  
WIB, Philadelphia

With the sports job left vacant by Andy Stanton's sudden dismissal, Jerry Crowley, WIP program chief, has taken over the nightly show sponsored by a local clothing house. Besides giving the usual racing run-down dope, baseball scores and added sports info, Crowley is recruiting friends from the gridiron and diamond for nightly interviews. Each show offers a specially written color story and the entire broadcast is delivered in a friendly, sporty, pleasant tone.

Snyder doesn't profess to be an expert, preferring to take the average spectator's ideas on current sports questions.

He has so far led the local field in building sports shows, and Crowley may hold the job through the year for a build-up if he is not supplanted. *Good.*

**OSBORNE B. BOND**  
Talks on Philately  
15 Mins.  
Sustaining  
WFER, Baltimore

Once weekly (Tuesdays, dinner-hour) period which station has been touting as sustainer in hopes of securing a sponsor. Presents Osborne Bond, authority on philately and well known in stamp collecting circles, as witness his weekly newspaper column on subject, which is syndicated in about 15 papers.

No doubt the subject is plenty hot to subject, but his play is so (perhaps necessarily) slanted that it is of little conceivable interest save to stamp-amateurs. For most part strictly trade talk aimed at collectors, though he does insert occasionally a brief sidelight spiel on historical derivations of some strange insigne found on foreign postage that could be construed as of general interest and enlightenment. Possesses agreeable pipes and chats smoothly and authoritatively.

Looks like it will require a Socrates search to unearth commercial backing for this sort of staid. Avid collectors and neophytes undoubtedly embrace this fare but general listening public probably won't miss it up. There just aren't enough collectors around to give it a broad enough of radio use, and philately hasn't given over to much advertising.

**JOE RINES NOVELTY ORCH.**  
With Linus Travers  
**COMMERCIAL**  
10 Mins.  
WMAZ, Boston

Joe Rines has apparently set out to prove that a dance orchestra on the radio isn't necessarily just a dance orchestra. Novelty is the keynote for the early-evening quarter, which is to persuade listeners to buy John Living shoes at three dollars a pair.

Program is set paced throughout. The Rines crew is a versatile one, and each man is called on to prove his worth in the intricate arrangements used. Malvi Cavichio, ace xylophonist, had a solo spot the program reviewed and went to town nobly.

Tempo of the orchestra is maintained in the ad-plug, done by a trio of voices in rapid-fire style to match the announcer's rest of the show. Announcing is done by Linus Travers.

Show as a whole puts a lot of pep in the early evening schedule. Might be tiresome in a longer format, but in a quarter-hour is a good contrast to other program types.

**CRUSADE AGAINST CRIME**  
Drama  
10 Mins.  
**COMMERCIAL**  
WABC, New York

Definitely exploited by Bernard Macfadden's True Detective Mysteries in this program, at least series over CBS is the old dodge of appending a moral chapter to the highly spiced example. First projected by the mag's program is a missing drama. The first of one of the more infamous of recent crimes, and then comes the epilog, with the usual homily that crime doesn't pay and the call to the common conscience that something be done about stamping it out. Crime pays the magazine quite well, however.

Effectively retold on the initial story of the William Gettle snatch. Though sticking closely to the formula that marks the crime drama in radio, the sketch had an element in its favor. Dialog was crisp and lively, the direction showed evidence of an experienced hand and setting was uniformly good. Narrative upon which the dramatization was based is part of the mag's current issue.

Supplementing this piece of sampling was a telegram from Macfadden, which the announcer read, and a talk by George U. Harvey, prez of the Borough of Queens, New York. Message from the publisher, which ran into several hundred words, was a plea for the underprivileged boy caught in the coils of crime. Harvey dealt with the problem of youth in lawbreaking.

Advertising copy held out two sources of reward for the readers of True Detective Mysteries. One for the publisher of Baby Face Nelson, and the other, amounting to \$1,000, for something referred to as 'crime clues'. *Good.*

**ARTURO DE FILIPPI**  
With Edith Friedman  
Tones, Pianist  
15 Mins.  
Sustaining  
WOB, Newark

With the same old conventional repertory is accompanied and relieved by able lady keyboard-pounder. Combination can be multiplied by a thousand and give a fair picture of the typical radio after-linner on sustaining sets, which all too often means on the cuff.

It might be just as well to Americanize the Arturo de Filippi into Arthur Phillips, as the name is hard to remember. And the program without the confirmation of the program listings would never get the singer any correctly-spelled fan mail.

In the absence of something novel to attract attention, the mere fact that de Filippi has a good voice and his accompanist is expert is not likely to translate itself into spontaneity. It just isn't the sort of thing that gets sponsors. And no reflection against the talent. *Good.*

**JOAN LOWELL**  
Adventure-Film Talk  
10 Mins.  
Sustaining  
WGV, Rochester

Novelist-trouser-explorer faced WGV's mike in Albany studio for an early-afternoon talk-in-revue which played her Adventure Girl film and p.a. at a local theatre. She came into the room after Jim Healey had begun his daily news broadcast, but the 'Colonel' stopped dead for a moment to listen to what about her adventures in a yacht-exploration cruise to islands in the Caribbean sea and to countries in Central America.

Talk on the same line, albeit something of a story-book, not-quite-likey air permeated it. Gave impression that she is a woman of unusual resourcefulness and spartan-like courage, and that she is acutely aware of this.

Trouper well before the amplifier. Has a pleasant voice, a clear delivery, a world of eloquence and a good sense of the dramatic. Language, music, romance, action and comedy elements. *Good.*

**CHARLIE FLAGLER**  
Songs, Chatter  
10 Mins.  
Sustaining  
WSEU, Birmingham, Ala.

Undoubtedly one of the best hays to hit here since the depression. Flagler comes from Den Moines, Iowa, and other states. At the first named city he remained on the same commercial for two and a half years.

He has been in an attempt to go commercial. The promotion boys at the station are making a valiant effort to interest some sponsor in the song and chatter man. If said Charlie will remain, if not, he will probably skidoo.

Strictly a personality. Flagler does his own announcing. His library of songs from early appearances is large and every one of them fast moving. Between numbers he sings out words addressed to hundreds of individuals. In other words, he makes that word 'you' mean everything. So far there has been a mother song in every program, and talk has run to mother, and to father, and to children, and to the younger folks, too. The purpose is not blind, because the station has hopes of interesting a bread company as sponsor, and bread is in most families. Flagler has been begging for letters from fans, offering them a mother song for \$1.00. He wants something to show to his prospective sponsor.

To date he has been spotted three times daily, once in the morning, afternoon and evening. This may be working an act a little overtime, but the idea is to sell, and sell fast.

**BUDDY CANTOR**  
Film Gossip  
10 Mins.  
Sustaining  
WABC, New York

This young man, whose name may or may not be spelled that way (indefiniteness being due to sloppy pronunciation on the part of the announcer), is a little over 20, and has authority on film studio gossip and flimflam in general. Without bothering to explain just why or how come, he chatter blithely away, giving away inside secrets, and criticizes a couple of films and bows out.

Curiously enough he has a pretty good sense for news and, much caught, sent out a few items of studio gossip that had not yet been printed in the tabloids. He has an annoying habit of labeling items exclusively, however, and he may, possibly believe that they are. Which would make him a bit too naïve to be a really good reporter. As chatter gossip goes he ought to be satisfied with the knowledge that he's as close to real news as almost any other radio chatterer. That may be, but he fails to realize that the phony exclusive characterizations spoil the effect of the entire thing.

He has a pleasant voice and, except that he's inclined to use Winchellisms, is okay.

Towards the end he gives alleged snippets of a sample of chatter, which prove his own chatter. The matter since the two theatres involved are the Loew's Paradise and the Roxy and films in both cases are described as well as high perfect. *Good.*

**WYNNE GIBSON**  
Dramatic Sketches  
**COMMERCIAL**  
WJAZ, New York

In a play by Gibson Friedman Teat last Thursday (18) had an other guest from flimflam to equip with a dramatic sketch and so for her second radio appearance. Gibson in a dramatization of 'The Love Nest'. This dramatic fable with a Hollywood background, well by Miss Gibson and Miss Gibson did equally well by the fable, even though the general pacing of the thing showed anything but an expert directorial hand.

One item that the director could have warned the actress about is the sensitivity of the transmitting equipment when it comes to receiving the voice of the actress. Gibson started off her big scene with a momentum that must have taken even the control man unaware. When she let loose with the 'cinematic string of shrieks it was as such a loud as any tube, whether on the sending or the receiving end, could stand without being reproduced by the loudspeaker it was as if she had blasted rare to network broadcasting.

Two tales that were cast with her rendered a nicely far-fetched interpretation. *Good.*

**'THE UPTOWNERS'**  
Singing Trio, Music  
10 Mins.  
Sustaining  
WOWO, St. Wayne

Smoothly paced is this early fall sustainer over station. Three male voices, with musical threesome in same room, make a good thing of 'Here Come the British' and 'I Saw Stars'. Arrangements neat, and are done by group itself.

Middle number, 'The Uptowners', is the instrumental assistants who stress the mandolin in their offering. The singers have been spotted periodically on other programs, but this is the first time they have blended together. Wale Nehring announcing. *Good.*

**KITCHEN GOSPIERS**  
Gill Gray and Violetta Weachter  
10 Mins.  
Sustaining  
WQAL, Lancaster, Pa.

This daily program combines housekeeper's lore and song and patter. It's one of the most popular broadcast periods on the station's schedule. Each week-day morning at 10:40 the Kitchen Gospiers are turned loose on the air.

Success of show lies in informality of presentation. Gill Gray and Violetta Weachter, two members of the WQAL program staff, request requests, take turns in reading recipes, and carry on a supposed romance over the air. Their personalities are woven into the program nicely.

Two tickets to a local theatre are given away each day to the person writing the letter containing the most helpful hint for housewives.

Program has a wide day-to-day following. Cakes, pies and other delicacies are sent in almost daily to the Gospiers for sampling. Mail response is good.

**TERRY LAWLER**  
With the Marymachers Quartet  
Lee Kahn, conducting  
10 Mins.  
**COMMERCIAL**  
WNEW, WOR, Newark

Terry Lawler's voice may lack the qualities which go with good singing, but this slight impediment does anything but diminish her for the niche she's filling for the New York Evening Post. The lady has just gone in for a 'game of music' concert with Edna Brown, and the role assigned Miss Lawler is that of a 'come-on-and-wiggle girl'. The job entails heaps of theatricals, with Edna Brown piping with the vigor and sustaining power that only cheer leaders are heir. Miss Lawler fits the bill completely.

For this nightly bit of ballyhoo the Post has WNEW and WOR linked up, with the program originating from the former's studios. Miss Lawler's exuberations in song constitute only a minor portion of the plug. The announcer has a message for every interval between dance choruses by the studio combo. As ballyhoo, nevertheless, snags up neat sample of expert direction. Effectively carried out, particularly, is the teaser angle. *Good.*

**DRAMA OF THE HIGHWAYS**  
With Fred Adams  
Sketch  
5 Mins.  
**COMMERCIAL**  
WJAZ, Hazleton, Pa.

Program is unique because it is a one-man show, with Fred A. Adams doing all the work. Adams, in his second year, with Adams doing a Phil Cool with nearly as wide a range of voices and dialects.

Situations are usually short, fast episodes with lots of action and sound effects. There's always an accident, and in practically every case they are localized. Listeners can vision the exact location and can picture the scene as it is generally neglect. A sinister chuckle not unlike that of 'The Shadow' is inserted at the close of each program, which is the voice of 'Old Man' who has been a byword in the Hazleton region.

Allen's work in handling all of the characters is very creditable. He swings right into the spirit of each episode without hesitation or delay. Five minutes, after all, is not much time to get the entire story over and, in this case, the program is eight or ten characters are portrayed with very effective realism.

All script for the features, which is sponsored by Myers Service Garage, was written by Adams himself, who has a positive knack for creating dramatic climaxes of high voltage.

**AROUND THE WORLD IN A GIANT AMPHIBIAN**  
Drama, 10 Mins.  
**COMMERCIAL**  
KGW, Portland, Oregon

This miniature drama is now entering its third successful year—a successful both from a listener and a commercial view point. Third fifteen-minute show, sponsored by Portland Post, is a series of adventures in foreign lands—all compressed into minutes of fast-moving action. To the thunder of its powerful trimmings, the story winds its way around the world, visiting strange ports of call; viewing exotic foreign lands; taking those who love adventure and travel on imaginary little tours of the world.

A narrator's voice, backed by the roaring motors and the shrill wind of the slip-stream, paints a rapid-fire picture of the terrain unrolling before the wings of the giant amphibian. Occasionally the big ship noses down, with motors silent, to catch the strains of native music from some fiesta or carnival or folk-folk present. All this, all this, is done in a fast action, this 15-minute KGW show packs a lot.

**EDMUND BREESE**  
Bookstage Tales  
Disc  
10 Mins.  
**COMMERCIAL**  
WDBM, Chicago

Twice weekly for Larry Rich chocolate drink this Columbia out-led spins a wax platter while Edmund Brees, who plays the bookstage tales and delicious properties of the chocolate milk drink, and the old stage and picture trouper, Edmund Brees, chatters of some tale of the early days of the drummer. It is a weak show commercially; there being little commercial tie-in for the product. Show job itself is not above reproach. Story of the old rep show days has little meat, but it has the regular audience. By a stretch of the imagination the children may go for it; but that is not likely when the competition of more exciting though blithering shows is considered.

Show falls into the category of those wraithlike, manny-pammy programs with neither sock nor attraction. It can never pull listeners; it can only hope to catch on on the fly while they're uncomfortable in their own chairs in tune to some other program.

Program is routine in the stereotyped fade-in and fade-out systems, but the regular audience. The story opens with that novel introduction of the little girl urging her uncle (Edmund Brees) to 'tell us a story, Uncle Ed'. To which Brees replies with a simple story of how he almost missed an entrance cue in the early days of the melodramas.

Brees himself is somewhat of a name in the legit and picture worlds. His photograph may be recognized by a large section of the picture-goers. But it's doubtful if many of the public can place that name by itself. Almeda Brown, a prima donna, has a little to attract that close of listener. All in all, a simple show that's mechanically correct, perhaps, but meaningless commercially or theatrically. *Good.*

**JEWISH VAGABOND SINGERS**  
Singing  
10 Mins.  
**COMMERCIAL**  
WMAZ, New York

Presented by Maxwell Rosen cofounder of Yiddish patronage and a careful quarter-hour interlude that should command attention. On once a week, Wednesday nights, Program in half Yiddish, half English.

Started, night caught, with a lovely melody of Yiddish tunes as sung by an indeterminate number of male and female voices. Nice range, melody and vocal effects obtained. Then a Yiddish announcer put in his spiel, brief and to the point, which is almost amusing in a way. The program then switched to English for another melody of tunes. A baritone and a soprano stood in the singing, talking solo bits, but neither had much to say.

Program is well thought out, colorful and has the unusual quality of being sufficiently versatile and interesting to hold the listener whether understanding Yiddish or not. Fact that there is no trace of an accent in the singing voices, of course, helping a lot in this direction. *Good.*

**'ONE NIGHT OF LOVE'**  
With Edgewood Players and Carlton Weidenhammer  
Film Excerpt  
10 Mins.  
**COMMERCIAL**  
WJAZ, Hazleton, Pa.

Perfect tie-up all the way: Fox theatre, New Haven, currently and showing Columbia's 'One Night of Love', head Edgewood Players to dramatize outstanding dialogue sequences supplied by Columbia, with Carlton Weidenhammer, announcer, interpolating with sales talk for Fox of flicker.

Opened unannounced with chatter for characters playing Grace Moore and Tullio Carminio roles, Weidenhammer breezing in and telling what it's all about. Carried on from there, announcer using a substantial bit of showmanship at that. *Good.*

**VOICE OF ROMANCE**  
With Robert Hayes, NBC orchestra  
10 Mins.  
Sustaining  
WGN, Chicago

Twice weekly program for the after 10 o'clock radio sitters. The songs are romantic. Hayes' tenor voice is the smooth and to put it over, it's a good and smooth way that it's put over makes it attractive for those waiting soothing music before bedtime. Hayes' voice has a certain quality 'Bo Girl My Heart'. It was announced that he would sing it with his own interpretation. He did, with all his own interpretation, and which is what the program stands in get over.

RESUMING  
September  
Nineteenth

WHITE OWL CIGAR PROGRAM  
WABC Wednesday, 9:30 P.M., E.D.S.T.

GEORGE  
**BURNS**  
and  
GRACIE  
**ALLEN**

presenting  
"THE ADVENTURES OF GRACIE"

direction  
Lester Hammel  
WM. MORRIS  
Agency

THIS ANNOUNCEMENT  
IS MADE PRIMARILY  
TO ACKNOWLEDGE THE  
KIND CO-OPERATION  
OF THE J. WALTER  
THOMPSON COMPANY

# Chi NBC Sets Up 'Reviewing' Service; Offers 'Constructive Criticism' to Locally Produced Comm'l Shows

Chicago, Sept. 17. NBC here is instituting a policy of giving all sponsors a complete reviewing service. All members of the program board, which includes the artists' head, the program chief, publicity director and musical chief, listen to three commercial programs each week, and, at a special meeting, discuss the presentation, talent, merchandising angles, sales copy and other angles with the salesman who is handling the account.

Endeavor is for "constructive criticism," program board submitting the idea for the betterment of the program to the salesman, who in turn takes it to the advertising agency, if any agency is in on the deal.

Reviewing service is indicative of a new policy of the network, and the increasing desire of the web to keep a stricter watch on shows that go out of its wires. Being unable to come out quite bluntly and review sponsors' programs, network believes that it will be able to accomplish this end through the medium of "reviews."

NBC is known to be skittish about agencies and sponsors preparing their own shows, and using NBC merely as a mechanical institution. Network is not particularly happy locally over a couple of new shows this year which have been prepared totally in the agency's audition rooms, with NBC having nothing at all to do with the building or presentation of the programs.

## Mistletoe Renews on WJJD Horse-Racing as Station Adds New Biz

Chicago, Sept. 17. Mistletoe Gin company last week renewed its contract for sponsorship of the horse racing broadcast over the Ralph Adams station, WJJD. Despite early fears that the racing broadcasts might raise some squawks, show has proved a click with the public in the Midwest, which have apparently gone completely horse-conscious. Although the broadcasts have been in 13 weeks the station has not received one yelp. Also adding to the revenue on the horse race broadcasts is Humphrey Brewery, which goes on the show for six-times-weekly plugging.

Other sponsors met last week through Herb Sherman, advertising manager, were the Eaton Paper Mills and the Maxwell Oil Company. Eaton Mills will hit one week with a graphologist, telling the public what their handwriting shows, while the oil firm will spread a 30-minute session of orchestral and vocal music.

## WHK, Cleveland, 9-Man Unit Okayed by Union

Cleveland, Sept. 17. WHK, Cleveland, has concluded its negotiations with the Cleveland Musicians Union for the season. There will be nine men on the station staff. These will include Louis Rich, who will continue to act as the station's musical director.

WHK group will be versatile. Besides acting as a straight unit, the group will be capable of dividing into dance, hot or string units.

## Renew Gunnar Will

Rochester, Sept. 17. Gunnar Will, general manager of station WHKZ, Rochester, is completing seven years' broadcasting. Red Wing minor league baseball games with the playoff series this week. Doyle Texaco, sponsor, already has been signed for next season by Hart-Conway agency. Manager Will has made it a highly popular broadcast by playing the season, handling both games at home and abroad.

Doyle Texaco has signed up for a 15-minute sports review by Manager Will every evening at 7:45 from Oct. 15 to the opening of the baseball season. Chevrolet has had this program during the summer.

## Sponsors-Agencies

Household program, only jointly-sponsored broadcast at WHAM, is now on Monday, Wednesday and Friday mornings at 9:45, added day following pickup in client interest. Mary E. Freeman has conducted this co-operative program since 1927. Monday program uses music of the World Program Service, Wednesday novelty orchestra, Friday concert group.

Current sponsors are Paul Broad (Hutton, Barton, Durline, and Osborne, New York City), Scott Tissue (J. Walter Thompson, New York), Colburn (Van Sant, Dugdale, Baltimore), Oakite (Richard New York), Scott's Emulsion (Marshall & Truit, New York).

M. J. Meigs resumes its "Hottest Country's" series with Josephine Gibson over NBC's blue (WJZ) link Oct. 15. Program will have three a. m. spots a week. Eileen Douglas will handle the stunts for the Mason agency.

Old Gold has aligned itself with NBC for the first time in the city's career on the air. Account, which has always been on the Columbia books, will usher in Oct. 6 a Saturday evening football review with Thornton Fisher as the commentator.

Benson & Hedges cigarettes now handled by Morosales Associates, New York.

Fastcast has a new by-product, Vitamin, along with its candy and gin products. Samuel, Herman and Eli Green have the top berth in the corporation, recently ramped. Dorland International Agency, New York, handles.

Gals & Piatash agency gets the poultry-dairy feed portion of Quaker Oats account.

Ferry-Manly agency, Kansas City, plotting radio activity for Pauline's Bazaar.

Doramus agency, Boston, has Martha's Vineyard Club, Chowder account.

William Rankin agency, New York, may place some radio business for Nu-Deco wall finish.

Ruthrauth & Ryan agency, Chicago, nursing radio possibilities of Kansas City event firm, H. D. Lee Co.

Underwood Deviled Ham account, which is represented by Richardson Alley and Richards agency, New York, is displaying concern in a radio program to employ juvenile talent.

Rose-Martin, Inc., agency is placing time contracts for the Lewis Hotel Training Schools.

Zinn and Meyer, Inc., agency, New York, is handling International Vitamin, whose product, I.V.C. Pearls, will again sponsor Uncle Don over WOL, Newark, starting Oct. 1 on a 25-week series of half-hour programs.

Williams-Sayler agency, New York, is trying radio on behalf of Clary & Co.'s "Style Set Hair Lotion." Will use Paul Gulick, "The Man Who Knew Hollywood," over WOL, Newark, starting Sept. 25.

## Wax Works

Mikwood Facial has new 15-minute disc, titled "Through the Look," and Allice with "Prison Infrared" and "Tric" has been purchased for their use on morning broadcasts over various stations (including WGY, Rochester). Present batch are delivered into by Miss Ingram and her assistant, Marlow. The pair worked briefly on the previous platters.

## KSTP'S 3 SPONSORS FOR NEWS BULLETINS

St. Paul, Sept. 17. Only one news period—the newly-created 7:30-7:35 a.m. spot—is open to sponsorship over KSTP.

This station has been unusually fortunate in selling its news time, with Nevins (dry cleaners) on for four daytime periods, Maurice L. Rothchild (clothing) on the 10 p.m. spot, and now Peterson Service Co., through the McCord Co. agency, buying the 6:25-6:30 period.

Besides these seven major periods, KSTP sprinkles in bulletin whenever news is of sufficient importance to warrant a break-in.

## TACOMA SEES RADIO-PRESS TRUCE

Tacoma, Sept. 17.

Completion of the radio-news paper "set-up" is rapidly changing color in the Pacific Northwest with indication that newspapers and radio stations will sign pacts of mutual non-aggression.

Frank E. Baker, one of the West's largest publishers, has broken the ice with his new "tip-up" with the local KVI (CBS) station. Similar groups in Seattle and Spokane are in the offing. Portland stations and newspapers are already tied in and are getting along nicely.

Local station KVI has already begun to cash in on its tie-up with the largest Tacoma newspapers and expects to effect in a short time any public sentiment created by the press against broadcasting.

## Roy Durlstone a Daddy

Roy Durlstone head man at Bailen, Barton, Durlstone & Osborne, because the father of a son last Saturday (15). Arrival was at the Doctors' Hospital, New York. Mother and youngster both reported to be feeling tip-top.

## WCAU Engineers' Must Not's

Under date of Sept. 10 regulations governing the conduct of engineers at WCAU, Philadelphia, have been codified in 10 clauses. Negotiations are reported pending between the station and its technical crew with regard to the acceptance of a working agreement.

Official regulations are as follows:

1. Every man is to report ready for work at the time specified on the watch list and is not to leave the building until the time shown on the watch list as being the end of his period for the day. If any man is late in arriving for work, he is to report it by office communication on that same day.
2. Every man is to report to man on watch in master control when he leaves and re-enters the building for lunch periods or for any other purpose. Master control will make notes on this and forward to this office each morning.
3. There is to be no smoking at any time in any of the studio control rooms. For the present, smoking will be permitted in master control.
4. There is to be no liquor used by men on watch—either in or out of the building—nor are they to report for duty with liquor on their breath.
5. Every broadcast technician when answering a telephone will give first his location and then his name—regardless of what phone is being answered.
6. Your badges or keys are not to be loaned to anyone for any purpose. If they are lost, it should be immediately reported to me by office communication. Men will be held responsible for loss of company property in their possession.
7. There is to be nothing thrown from the windows of the building at any time.
8. There is to be no personal work done during your hours of watch and there is to be no work done on radio sets in our shop without proper authority. The broadcast technicians will not enter the employ of any other organization while working for WCAU in the capacity of agent, solicitor, etc.
9. Suit coats will be worn by all men at all times in this building with the exception of men working in the shop.
10. Coats, hats or other articles of wearing apparel are not, for any reason, to be left or kept in the master control room. Lockers are provided for this purpose.
11. Personal telephone calls are not to be made or received by the broadcast technicians in this building, except in an emergency.
12. The men will not receive visitors in the master control room or any other place in the building during their hours of watch.
13. When men are not engaged in programs or other work, they will not loiter in master control, reception room, the 4th floor or the corridors. There is a room provided on the 5th floor for that purpose.
14. The men will not read newspapers, magazines, work crossword puzzles or anything of that nature during their hours of watch.
15. The technicians in master control will not loiter in their chairs with their feet on the desk but will, at all times, present an orderly and business-like manner to the spectators in the 7th floor corridor.
16. The technicians in master control are to see that this room is kept clear at all times of persons who have no business in this room, and to both members of this organization and those present outside of it.

# Package Medicine Industry Looks For Downbeat as Stations Insist On New Copy, Time Restrictions

## RADIO-PRESS BUREAU SET UP IN SEATTLE

Seattle, Sept. 17. Installation of the Radio-Press Bureau program in the State of Washington, long delayed by the recent longshoremen's strike conditions, went forward last week when leading radio station heads of the state met here for a conference.

Following are the stations in the set-up, which starts operation immediately: KOMO-KJR, KOL, Seattle; KMC, KVI, Tacoma; KUT, Walla Walla; KIT, Yakima; KIQ, Wenatchee; KHY, Olympia; KXRO, Aberdeen.

Most active in news deal is KOMO-KJR. The two stations, combined under the staff and banner of Totem Broadcasters, Inc., are forming a regular newspaper of the air ("The Totem News-Reporter") with a local city staff of four: Albert Balch, publicity director; Ralph Jones, editor; Helen Stryker, society; and Ruth Holton, scandal and divorce news is definitely out.

Other stations in the set-up it is thought, will put at least one man to gathering and editing the news reports, which will go on each station simultaneously three times daily.

In what might be looked upon as the first actual operation of the system, though not a Radio-Press function, the stations on the chain, plus three others, co-operated extensively by means of a telephone conference to bring almost continuous reports of Washington's primary election results last Tuesday eve.

Lon Angelen, Sept. 17. Regional Denny will be the firm guest star tonight (Monday) on the NBC coast Bell Show. He will appear in an air adaptation of the one-act, "Truism of Oude."

## REGINALD DENNY SHILLS

Los Angeles, Sept. 17. Regional Denny will be the firm guest star tonight (Monday) on the NBC coast Bell Show. He will appear in an air adaptation of the one-act, "Truism of Oude."

Patent medicine situation is worrying both the stations and the manufacturers this season. That certain changes are coming in the copy and style of selling cure-all is unquestioned. But the worry is whether or not changes will injure the sales job for these patenters. Stations are generally taking the out-and-out stand that patent medicine copy must be cleaned up and toned down, following the setting of this policy by the NBC offices locally. Stations feel that with the recovery of general business they are not dependent on patent cures for revenue and can therefore be more high-handed with these sponsors.

All "copy" is being torn out by the roots. Clean-up is thorough, especially on the major transmitters. This clean-up has been influenced considerably by the recent Legion of Decency campaign in regards to motion pictures, and the stations seem to feel that such a drive may also include radio if the matter does not immediately go a little scrubbing on its own. Accounts which previously got by without any difficulty are now being scrutinized as to the style of delivery and copy content.

## Brinkley in Cold

Doc J. N. Brinkley has been generally refused entirely, although he has offered to buy six 30-minute sessions right across the board on an irrevocable year's contract. Cystitis, having contracted for time, is now having difficulty getting all its copy through, several changes having been ordered in the apical by the stations. Willard Tablet has run up against almost a concrete wall in its use of the "Willard Messenger" and use of medical language. This happened early this summer when stations generally insisted that the Messenger not mention the word "ulcers." Elimination of the word, "ulcers," resulted in an immediate drop of 20% in the amount of inquiries to Willard, a serious decrease for a product which depends solely on letters and inquiries.

## Copy Rewriters

Adericks has already settled for most of its time, but the station are now anxiously awaiting the copy. Pluto is running into difficulties generally in placing its spread of spot programs throughout the country. Not only having trouble with copy but the stations are making it as difficult as possible by refusing one-minute and even five-minute spots to the product. Insisting, in many instances, on 15 minutes or nothing. Stations feel, they can afford to be as skittish as they want about the patent medicine accounts.

Not only are the stations changing copy, insisting on full 15-minute schedules, but are now even refusing any guaranteed time to the packaged doctors. Stations are negotiating deals with these medicine men with options permitting the station to move the show as will, most of them agreeing to move these accounts into the mid-afternoon and late night periods.

## Even-Up Providence Is WPRO Idea; All Three Stations Store-Owned

Providence, Sept. 17.

WPRO, Cherry and Webb station and George Storer affiliate here, the smallest of the three outlets in Rhode Island, is expanding its operations, and within a fortnight it is expected that two other stations will come under its wing. Thin calls for the operation of WPRO in nearby Pawtucket, and Fall River, Mass. For purposes of transmission, WPRO has built plant towers in the town of East Providence.

Allen Martin, program manager of WPRO, has been given charge of the expansion. Idea is to give WPRO a more even break with WJAR and WGAN. All three stations are operated by department stores.









## Radio Chatter

### New York

**Station WHAX, Troy**, celebrated its 12th anniversary Sept. 10. On the program were entertainers who broadcast on the first night. Chief Operator H. D. Harris has a new assistant, Warren C. Stoker.

Warren Price interviewed Joan Lovell, making a p. a. in Glens Falls over WOLC, Hudson Falls. Wally Allen, manager of the Kennedy theatre, Elmira, is the "Movie Man" in a film chatter broadcast over WEDB.

After a two months' absence the Ferguson Kiddie Kabaret has returned to WJBC, Elmira. "Blissness of Mind" is a new program on WJBC, Elmira. Composing this vocal and instrumental group are Clarence P. Lewis, Ruth H. Lewis, Florence Johnson and Mrs. Thomas.

Otto Kromerich, radio singer, fawned while visiting friends in the Adirondacks. And his yawn continued for most of the day. Two physicians had to be called to set Otto's dislocated jaw.

Allen Burgess and John McKernan of Hudson Falls used a six-minute shortwave portable broadcast to tell the story of a Glens Falls golf tournament. Annie Judy and Zeke produced the vaude bill at IKO Proctor's, Troy.

Mary and Johnny Lee sketch over WOKO, Albany, is nearing its 60th broadcast, which is something of a record for WOKO. Mary is Miss Jane King, and Johnny is Johnny Lee, staff announcer.

Henry M. Nesley, "The Old Slag," is back on the air with his "Two Kicks in the Balcony," NBC stationer.

Howard Chaney again announcing the "Canary" program, featuring Harry McKinley, baritone, and Ray Binatti's orchestra, over the NDC red loop. Ben Gruher had the assignment for a time. A young woman is working with Chaney on a build-up of the letter writing contest and angle.

Irving Lehrer back with Dave Green's pub staff.

Johnny Green's program over CBS, "In The Modern Manner" will broadcast from the CBS Radio Playhouse on 15-minute schedule after Sept. 21.

Kay Ace will say something about the radio in the script when they resume for J&J Salts on CBS Oct. 1.

Kay Macrae's soprano now gets an airing over four New York outlets, WJBC, WDBX, WNYC and WAAT.

Also Lyman returns Friday (21) from a swing of Toronto, Chicago and Minneapolis, bringing with him Vivienne Segal, Frank Munn, Oliver Smith and Howard Chaney. Bandman trouped them along for his Philbrick Magnesia broadcast, paying all expenses. Also line changes.

Ford Frick will give sustaining play-by-play reports of Columbia University football games over WOLC. He also does a sporting section four times weekly broadcast by Monroes. Another sponsored sports commentator on this station is Gabriel Heston, Bruno-New York, Inc., is his buddy.

Lila Lee and Ethel Berman delicacy-guests of Bide Dudley this week over WJBC. Dave Green's radio p. a. staff now includes Milton Rubin, Irving Krieger, Jack Sheuair, Hugh Westbrook, Jr., Howard Snyder and Ralph Benson.

### Ohio

Paul Graham, violinist from Philly, joined WTAM, Cleveland, this week as concert master.

Walberg Brown, former concertmaster of WTAM, becomes new music director of WJAC, Cleveland, besides doing violin duties. Brown's staff's reorganized orchestra now includes Ted Baumbach, Ben Silverberg, violinists; Charles McBride, cellist; Henry Pilder, Earl Roloff at pianos.

Musicians' union and WJAC, Cleveland, finally settled station band troubles by agreeing to staff of nine. Louis Riss as conductor, Emil Shofie, Harvey Kitchner, George Klein, Harry Walker, Ray Shannon, Lawrence Hruby, Vincent H. Tracy.

Ann Heath, Cleveland, awarded first place in WJAC's Vicks and Tunes for CBS contests next month.

### Wisconsin

Don Gordon, a new arrival at WTAM, has been with KPAB, Kenosha, and CBS Chicago station. Francis Becker, actor, prominent in Milwaukee social circles, handling WTAM's daily woman's feature program, "What's New in Milwaukee."

WTAM has closed its seventh consecutive season of broadcasting.

baseball and is ready to start the seventh season of football, with the most extensive schedule to date, including all University of Wisconsin Big 10 games, all Green Bay Packers professional games and some of Marquette University games. Of the total of 23 broadcasts, all but four will be taken direct from the field of play. Russ Winnie, WTAM's ace sports announcer, will handle all games.

Seven remote control points now give WTAM listeners an interesting variety of late evening music from the pick of Milwaukee entertainment spots. They are the Schroeder Hotel dining-room, Tye's (Chinese) Restaurant, Vanity Cafe, Patriotic and Wisconsin Roof ballrooms, Chateau Country Club and the Old Heidelberg Restaurant. The "Ragtop" Club ballroom also will have a wire when it opens, the end of September.

Gifford Trading Company over WTAM, Milwaukee, with four programs daily. Three five-minute stock market quotations are spotted throughout the day and a 15-minute program, featuring Pirelli Quotient, broadcast from 6:15 to 6:30 p. m.

### Texas-Oklahoma

Pat Shannon has joined KOMA as announcer, succeeding Jack Kessler, who goes to Birmingham.

Bob Green, from Los Angeles, is KOMA's new continuity, etc., writer.

Odon Sutton, Tom Banks and Bruce Howard, all KOMA transmitter technicians, vacationed in such spots as Mexico, Missouri and Chicago.

Ralph Nobles, manager of KBC's San Antonio outlet, KTSB, is back after two weeks' illness.

Roy George, one of the soft voiced Georges, was transferred from KNOX to KTSB as announcer.

Oreva Hixon, formerly with KONO, San Antonio, left an advertising agency to take an announcing position with KTSB.

Walker Hancock has returned to WFAA, Dallas, music staff after a year in which he played and sang in theatres.

### Illinois

P. T. Shild, NBC, Chicago, music director, wrote a football march that is to be used by Notre Dame for timing in the shifts during football practice.

Armour hour guest artist last included Donald Moore for the 31st and Jimmie Mathis with Ruth Lyon and the Song Fellows Quartet for the 28th.

Hill Ray of NBC press dept. on a vacation. Donald Moore for the 31st and Judith Waller, NBC educational director, on a tour talking to societies about fall programs.

Sinclair Ministries to celebrate their 100th program Oct. 23.

Willis Ford, from Chicago.

Kay Downey, CBS hostess, engaged.

KYW studios have been repainted.

Bob Robinson, Harold Barnes, Roy Thomas, Ashley McKinley and Harry Von Zell in from New York to ready the Hyrd broadcast over CBS.

### Pacific Northwest

Fred Warwick, KOMO-KJR, Seattle, commercial man in charge of politics, leaving the fate of his political charges in the hands of the voters, as he departs on Election Day for an Olympic Peninsula vacation.

Violet Garrett joining the KOMO-KJR, Seattle, staff as the new day hostess, taking over the duties of Alice Corlett, staff songstress, who is going to spend more time singing.

Robert McLaw, formerly director of radio of University of Southern California, has joined the publicity staff of KJR.

Mayor Carson spoke over KJR in the interest of the investment value of insurance.

Elna Mae Jacks, of KJW-KBX, takes charge of the Monday auditions wherein would-be announcers and embryo radio talent, ages six months to ninety years, appear before the mike to hope for station.

Highlights of KOIN's special events last week was the broadcast by Art Kirkham from the Pendleton Roundup, which was relayed to the entire CBS network.

Oregon Journal Juniors resumed the two-program schedule last week at KJR, broadcasting on both Tuesday and Thursday evenings.

Michael Aronstein, staff cellist of KJW, returned to the air last week after an absence of a couple of weeks, playing which then he visited Alaska.

## Network Premieres

(This Week)

Sept. 18—Hing Crosby (Woodbury, WABC, 9:30).

Sept. 18—Lawrence Tibbett (Packard Motors, WJZ, 8:30).

Sept. 19—John McCormack, Warden Lester (William Warner, WJZ, 9).

Sept. 18—Burns & Allen, Bobby Dulan's Orchestra (White Owl Cigars, WABC, 9:30).

Sept. 23—Grand Hotel with Ann Seymour (Campana, WJZ, 6:30).

Sept. 23—Albert Payson Terhune (Spratley, WJZ, 5:45).

Sept. 25—Grace Moore, Joseph Pasternack (Aikwater Kent, WABC, 8:30).

Sept. 25—Just Plain Bill (Koyne, WABC, 7:15).

## Chevrolet on CBS

Chevrolet has contracted for the 4:30 to 9 Tuesday evening spot on Columbia, with Oct. 1 the tentative starting date. Program is being devised by the network.

It will be the first time that Chevrolet has cleared through any link other than NBC.

## Reopen KICK Plea

Davenport, Ia., Sept. 17. Federal Communications Commission has taken under advisement the reopened application of the Palmer School of Chiropractic for transfer of the KICK, Carter Lake, Ia., ether outlet, to Davenport, Ia., under WHIO designation. WHIP.

Rock Island, Ill., outlet is opposing on the grounds that the Tri-Cities will not support two stations.

George H. Hill, examiner, has approved the application of the Palmer School of Chiropractic, which asks for a frequency of 1,370 kilocycles, call letters of WOC and unlimited time on the air. Should approval be given by the commission, the station will be ready to go on the air between Oct. 1 and 15.

## WDRS Power Boost

Hartford, Sept. 17. WDRS, Hartford, has been granted permission by the Federal Communications Commission to increase its power, starting October 1, from 1,000 watts to 1,500 watts during the daytime and 2,000 watts at 1,000 watts after six o'clock each evening.

Equipment has already been installed to take care of the increase at WDRS transmitter at Bloomfield, Conn.

## Kassel Band on 2 Webs

Chicago, Sept. 18. Art Kassel broadcasts over NDC and CBS starting Sept. 30 for 15-minute periods each week.

Sponsor, Paris Medicine Company (Bromo Quinine), had the program locally with Pat Kennedy last year. Kennedy features again this year.

Wayne King is the only other orchestra on a commercial show on both major networks.

## Granow's Orchestra

St. Paul, Sept. 17. Starting Sept. 23, the Minneapolis Symphony orchestra goes back on the Columbia network under sponsorship of Granow.

Ork's personnel will be considerably changed from last season, with Henry Woompner, vet first flutist, replaced by 21-year-old Emil Opava, and first bassoonist Henry Cunningham replaced by Elias Curran. Other newcomers will be Albert Rued, violinist, and three double-bass players: Benjamin Schlossberg, Warren Benfield and Fred Huchert.

As a rider to the announcement issued by the orchestral administration office, engagement of the new men is still contingent upon raising of \$30,000 for the 1931-35 maintenance fund.

Ork is under lution of Eugene Ormandy, who, however, does not return from his European trip until Oct. 2. Paul Lemay will sub until Ormandy's return.

## Pete Woolley to N. Y.

Philadelphia, Sept. 17. Pete Woolley, WABC's tenor, has been signed for spots at the Park Central hotel, N. Y., Oct. 2.

## Here and There

Joe and Bethann, French-Canadian talent team, have been signed again by WJBC, Boston, for a fall and winter series.

Duke Owsney and his Hickory Nuts, who have been hillbillying through the Hingham all summer with a tent show, are back on WJBC, Boston.

Paul Hodges, announcer of WNRA, Muscle Shoals, Ala., was injured in an automobile accident when his automobile plumed off a 40-foot bridge, near Corinth, Miss., last week. He received several broken ribs, a spine injury and shock. He'll be going to WNRA he was with WREB, Memphis.

Connie Callahan, Pittsburgh girl, and Ben Aron's former unmailed tutor, Pat Kennedy, have set the date. They'll tell it to a preacher Thanksgiving Day.

Howard Price, tenor at WCAE, Pittsburgh, on to WJBC, New York. His wife, former Gene Li-welyn and WCAE's staff pianist, will accompany him.

Did Ochler and his band back on WWSW, Pittsburgh, to headline weekly Warrenton Revue each Thursday.

Harry Gishan, chief engineer at WCAE, Pittsburgh, vacationing in New England.

Archibald S. Gringold, Jr., has been added to the announcing staff at WDT, Charlotte. He is a newspaperman.

Robert McGee is a new member of the publicity department at KIRO, Portland. His introduction to radio was at KIRO, Aberdeen, Washington, where he started as operator.

WHEC, Rochester, will dedicate its new organ and studio Sunday, Sept. 24, with Ann Leaf, Columbia network star, on program sponsored by Gulf Refining Co. Support will include two orchestras, a mixed quartet and solid broadcast from the stage of the RKO Palace theatre. Organ numbers will be played in the studio and fed to the theatre to combine with the program there. Then Miss Leaf will go to the theatre and play several numbers on the theatre organ.

The air show running from 10 to 11 p. m. will be part of the theatre's Sunday evening program.

Jack Kalbar, who has tenored over WSB, Atlanta, broadcast last week on "Air Breaks," NBC's new talent program originating in the studio of WREP.

Eddie Rubin, brother of Benny, has been boosted to production manager of Hollywood on the Air with Perry Lieber now drawing the title of producer.

Pauling Lord didn't show on last Thursday's (15) Maxwell House Show Boat session. Announcer said she had been delayed by mechanical difficulties.

M. H. Aylesworth attended the Ivory Soap adre at the Waldorf Astoria last Tuesday (11). Event developed into a homecoming week between himself and the other contingent of New York radio ads.

Nick Karg, the N. Y. Mirror columnist, went public at George Hall's party last Thursday (13) night; Bob Taplinger, CBS p. a., his opponent. Mike Porter, Journal columnist, did the pacifying honors.

Rosky Austin, last with WAU at Columbus, O., has joined WYER (NDR) as announcer and master of ceremonies and will further trip in boxes as publicity contact man for Syracuse station.

Eddie Peabody will guest star for third time on Maxwell House Show Boat hour next Thursday (24).

Ork is under lution of Eugene Ormandy, who, however, does not return from his European trip until Oct. 2. Paul Lemay will sub until Ormandy's return.

Another ex-Columbia network sidestep joins George Storor's ADR network. He is Paul Greene, ex-night manager at CBS, who will function as production manager of WMCA and affiliates.

Red Houston from Sound studios, N. Y., came in as Greene's asst.

## New Business

(Continued from page 44)

Six 15-minute programs beginning in October. WGST.

Capandine, a daily 15-minute program for one month, test campaign, through Dillard Jacobs. WGST.

Cyfer, 36 15-minute programs, through Dillon and Kirk. WGST.

G. O. (foot remedy), six 15-minute programs per week for one year, daytime. WGST.

Brooks Brothers Company, six five-minute programs weekly, contract. WGST.

Ernest Broadway (local Ford dealer), five five-minute programs weekly. WGST.

Foot River Shoes, 26 franchised announcements, placed through George Muse Company. WGST.

Brass Hall, six five-minute programs weekly, continuous contract. WGST.

Lang & Fritz, five five-minute programs weekly. WGST.

General Electric, six five-minute programs weekly, contract. WGST.

Building & Loan Association, one 15-minute program weekly. WGST.

General Electric, six five-minute programs weekly, contract. WGST.

Kellogg Cornflakes (renewal), one month announcements. Placed locally. WGST.

Southern Oil Stores (Dixie Van Gasoline), renewal, one month announcements. WGST.

Seals Department Store, announcements for one month. WGST.

Walworth and Hunt, announcements for one month. WGST.

## Radio Huddle

(Continued from page 25)

outing Code Authority whose procedures and rulings it is claimed have leaned strongly toward the networks; (2) the N.A.B. Board of Directors, who are called not sufficiently partial to or representative of the regional broadcasters; and (3) the movement to put Henry Bellows in permanent charge of the industry's Washington flight, which is objected to on the grounds that his lack of popularity with democratic politicians, which caused his resignation on a CBS vice position, is sufficient barrier to him acting for the N.A.B. in the capital.

Hotel lobby huddles Sunday and Monday were a-buzz with rumors of all sorts of new network angles. It's nothing new of course for an N.A.B. convention to resemble a political party convulse in the plots and counter-plots of this year the boys seemed a little more earnest and receptive.

Leading the rumors was one named Edward Petty. This station representative is the No. 1 steamer upper of delegates at the convention. His latest endeavor is understood to be a grouping of the 25 or so outlets on his list into a cooperative web of their own with Petty as network, wax, and talent commission-taker.

Still another conversational item in the Rotterdam Plaza concerns the formation of a network composed exclusively of newspaper-owned stations. Hearst would not be among them. But the would be certain obvious attractions to publishers, the majority of them Republicans, to weld themselves into such a body.

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## Strikers' Radio

(Continued from page 31)

and by the time the line moved, temporary broadcast lines had been strung out from the entrance of the Hotel Alhambra and the event were in place. The broadcast lasted for 1 hour and 42 minutes.

In the absence of the newspapers, whose printers were out in the general holiday, WAZI, stayed on the air all day keeping a close contact with the mine workers' office and kept the listeners informed as to the progress of the strike. Included were a digest of Governor Pinchot's speech on relief measures to the legislature given that day, current and up to the minute sport flashes, other local news items; the working schedule of the collieries; weather forecasts; and other items of interest to the entire mining region.

covered by the station. All this was interspersed by bulletins from Mr. Hartman.

Others in the group are Evelyn Dean, Cap. of the 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 154th, 155th, 156th, 157th, 158th, 159th, 160th, 161st, 162nd, 163rd, 164th, 165th, 166th, 167th, 168th, 169th, 170th, 171st, 172nd, 173rd, 174th, 175th, 176th, 177th, 178th, 179th, 180th, 181st, 182nd, 183rd, 184th, 185th, 186th, 187th, 188th, 189th, 190th, 191st, 192nd, 193rd, 194th, 195th, 196th, 197th, 198th, 199th, 200th, 201st, 202nd, 203rd, 204th, 205th, 206th, 207th, 208th, 209th, 210th, 211th, 212th, 213th, 214th, 215th, 216th, 217th, 218th, 219th, 220th, 221st, 222nd, 223rd, 224th, 225th, 226th, 227th, 228th, 229th, 230th, 231st, 232nd, 233rd, 234th, 235th, 236th, 237th, 238th, 239th, 240th, 241st, 242nd, 243rd, 244th, 245th, 246th, 247th, 248th, 249th, 250th, 251st, 252nd, 253rd, 254th, 255th, 256th, 257th, 258th, 259th, 260th, 261st, 262nd, 263rd, 264th, 265th, 266th, 267th, 268th, 269th, 270th, 271st, 272nd, 273rd, 274th, 275th, 276th, 277th, 278th, 279th, 280th, 281st, 282nd, 283rd, 284th, 285th, 286th, 287th, 288th, 289th, 290th, 291st, 292nd, 293rd, 294th, 295th, 296th, 297th, 298th, 299th, 300th, 301st, 302nd, 303rd, 304th, 305th, 306th, 307th, 308th, 309th, 310th, 311th, 312th, 313th, 314th, 315th, 316th, 317th, 318th, 319th, 320th, 321st, 322nd, 323rd, 324th, 325th, 326th, 327th, 328th, 329th, 330th, 331st, 332nd, 333rd, 334th, 335th, 336th, 337th, 338th, 339th, 340th, 341st, 342nd, 343rd, 344th, 345th, 346th, 347th, 348th, 349th, 350th, 351st, 352nd, 353rd, 354th, 355th, 356th, 357th, 358th, 359th, 360th, 361st, 362nd, 363rd, 364th, 365th, 366th, 367th, 368th, 369th, 370th, 371st, 372nd, 373rd, 374th, 375th, 376th, 377th, 378th, 379th, 380th, 381st, 382nd, 383rd, 384th, 385th, 386th, 387th, 388th, 389th, 390th, 391st, 392nd, 393rd, 394th, 395th, 396th, 397th, 398th, 399th, 400th, 401st, 402nd, 403rd, 404th, 405th, 406th, 407th, 408th, 409th, 410th, 411th, 412th, 413th, 414th, 415th, 416th, 417th, 418th, 419th, 420th, 421st, 422nd, 423rd, 424th, 425th, 426th,

## Ten Weeks Set for Unit Nitery Floor Shows Booked Out of Balto

Baltimore, Sept. 17.

National Agency of this town has worked out 10 weeks of unoccupied dates. Pre-season idea of agency of interesting the idle spot operators in ballooning their budgets till they could carry large units of three acts, an m. c. and line of gals at around \$600 per show has fallen through. Budget at that figure would have been unprecedented for area through which units will have, and represented to operators too sharp a rise in entertainment costs.

As arranged, agency is lining up six-people units at around \$300, and the first breaks the barrier this week at the Mayfair, Balto. There it is routed out of the city through upstate towns and into Pennsylvania as far as Reading. Only one local date is played in all the 10 weeks, though agency handles half a dozen or more accounts around town. Most bookings will prevail at these sites, as will also in a list number of out-of-town clubs in which office has more than one account.

At present starting pace, which witnesses unequalled number of niteries unveiling or reopening in these parts, acute shortage of acts looms if the lengthy starting line-up of shows largely sticks. In case of 15 are either wasting away or about to go in Balto alone, which nearly doubles the usual list. Reported same activity characterizes surrounding territory.

## Settlement Nixed By Rose, Prepares Suit on Niteries

Billy Rose may go ahead with his threatened suit against the Casino de l'Arce and Billy Rose's Music Hall, Inc. enterprises. Preliminary gestures to settle the issues out of court have borne little fruit. Proposal to pay Rose in full to date and end everything off aren't satisfactory to his attorney, Julian T. Abeles, who insists on a further royalty for the future script material and production efforts at both cabaret-theatres up until such time as Lew Brown, Harry Akst, et al. get their own new shows on for public view.

Nathan Burkan is acting for the Casino and Music Hall syndicate. Terence Stern is president of both. Brown, who also has a new musical, "Calling All Stars," in prospect, may not have a new revue for the niteries ready before Nov. 1. Meanwhile Rose's shows are continuing, with Rose out as the general production factotum.

Except for periodical switching of specialty acts, no immediate changes will be made in the floor shows at Casino de l'Arce or the Billy Rose Music Hall under Lew Brown's direction. At the Casino Brown will retain the present Rose show until doing his own ops around Nov. 1.

At the Music Hall Jack Lewis' "Small Time Cavalier," current feature number, will also be retained at least until New Year's.

## Remick, Witmarks Move Into Radio City

Remick and Witmarks music pub firm, move into Radio City tomorrow (Wednesday).

Completely new equipment throughout, including a Rock of Brook piano, tin pan alley favorites, although every piano firm in New York was bidding for the huge order.

## Weeks Shifting

Amson Weeks shifts from the Waldorf-Astoria New York, to the Hotel Astor, Boston, Oct. 4 for four weeks. He is being routed in monthly shifts around the east, as Weeks has some radio commitments out of New York in view.

When Weeks ends at the Waldorf, Guy Lombardo returns for the winter season. Yeha and Yolanda, dancers, stay hotel at the W-A.

## Ray Noble Due in N. Y. To See AFM on Permit

Ray Noble is slated to arrive in New York from London Friday (21). With the British arranger-conductor on the scene there is a possibility that his case will be reviewed by the American Federation of Musicians. Several weeks ago the union turned down a request that he be permitted to baton an orchestra composed of local musicians for Romeo Belasco on NBC.

Refusal occurred while Joseph Weber, A. F. of M. pres., was in Europe. Weber returned last week.

## HYLTON HERE HUNTING ACTS

Jack Hylton will take in Chicago and other key spots during his American sojourn in a search for attractions he plans to take back to England.

Hylton's own American debut depends too much on red tape with the American Federation of Musicians to hold out much promise at present.

London, Sept. 8.

Jack Hylton has asked for New York, talking with him, his musical manager. Hylton's visit will last about a fortnight, and object of trip is to line up some acts for England for his and his wife's units, as well as for several indie houses.

Hylton is especially interested in selling Fred Waring and his Pennsylvanians, and there is every likelihood he will sign the band for a London and provincial tour.

## Saratoga Springs Hotel, Nitery, Sold for Taxes

Saratoga Springs, Sept. 17. Smith's Interlaken, night spot on Union avenue near the city limits, was sold for taxes. Ruth B. Walcott, of Saratoga, bought it in for \$947.94.

J. E. Gorman, R. C. Morrison and M. Dynes were listed as owners of the property. It was long a favorite haunt of the sporting crowd coming to the Rps for the racing season.

The United States, one of Saratoga's two largest hotels and a local landmark, also was sold for taxes, the city taking it for \$11,625.45, amount of unpaid assessments. There were no bidders for the ancient, once world-famous hostelry.

## Major Pubs Delaying Soc. Membership Signs

None of the major publishers had by the end of last week signed their membership renewals with the American Society of Composers, Authors & Publishers. Total number of approved contracts received from the publisher faction of the organization by Friday (14) was 14. Over 550 writers have turned in their extended membership agreements with the signatories duly affixed.

## 104 Decca Waxings

Hollywood, Sept. 17.

Joe Perry is back from a scouting and waxing tour of Texas and Mexico for Decca Records. "The Radio Coast" rep for the company made 104 waxers on the trip and signed several artists to exclusive contracts.

Heading the list was Anchoa, in Latin Mexican tunes, singer who has broadcast for the past few months from Juarez.

## Troy Spot Opens

Troy, N. Y. Sept. 17.

Club Cafe has opened in the Hotel Troyan, with Charles Randolph in charge.

Rockwell Brothers are the proprietors and T. J. Walsh manager.

## Expensive Pleasure

Baltimore, Sept. 17.

Gang out of show his was chatting. Mostly talk dwell on reputed one-boss quality of Balto. Gang was almost of unanimous opinion that town was forbodingly and irrevocably cheap, snail-paced and dull, when Reggie Childs, ark pit pilot current at the vaudeville Hipp, said, "Nuts!" The most expensive afternoon's pleasure I ever found was accorded me right here in Baltimore.

Group wondered "Where?" "Out at Pimlico," sighed Childs.

## Chernivsky Gives

### B & K 4-Week Notice

Chicago, Sept. 17.

Josef Chernivsky has handed in his notice to Balaban & Kats, stating he is resigning from the organization as director of the Chicago theatre orchestra at the expiration of the four-week notice clause.

Reason for the resignation is understood to have followed a row over principle in the method of handling certain B&K exploitation. Chernivsky has been leading the ace B&K orchestra for almost two years.

Harry Egan's combo opens at the Arlon ballroom, Hollywood, Sept. 28.

## ELLINGTON EN ROUTE TO COAST FOR 1 PIC

Duke Ellington is being routed coastwards for another Paramount picture.

En route Ellington will fill some vaudeville engagements to coincide with the bookings of the Mae West picture, "Felle of the Nineties," wherein colored maestro also participated.

His proposed return to England for another fall and winter concert-dance tour has been stymied by British Labor Ministry objections.

Dave Kapp is now with the Decca record company in Chicago.

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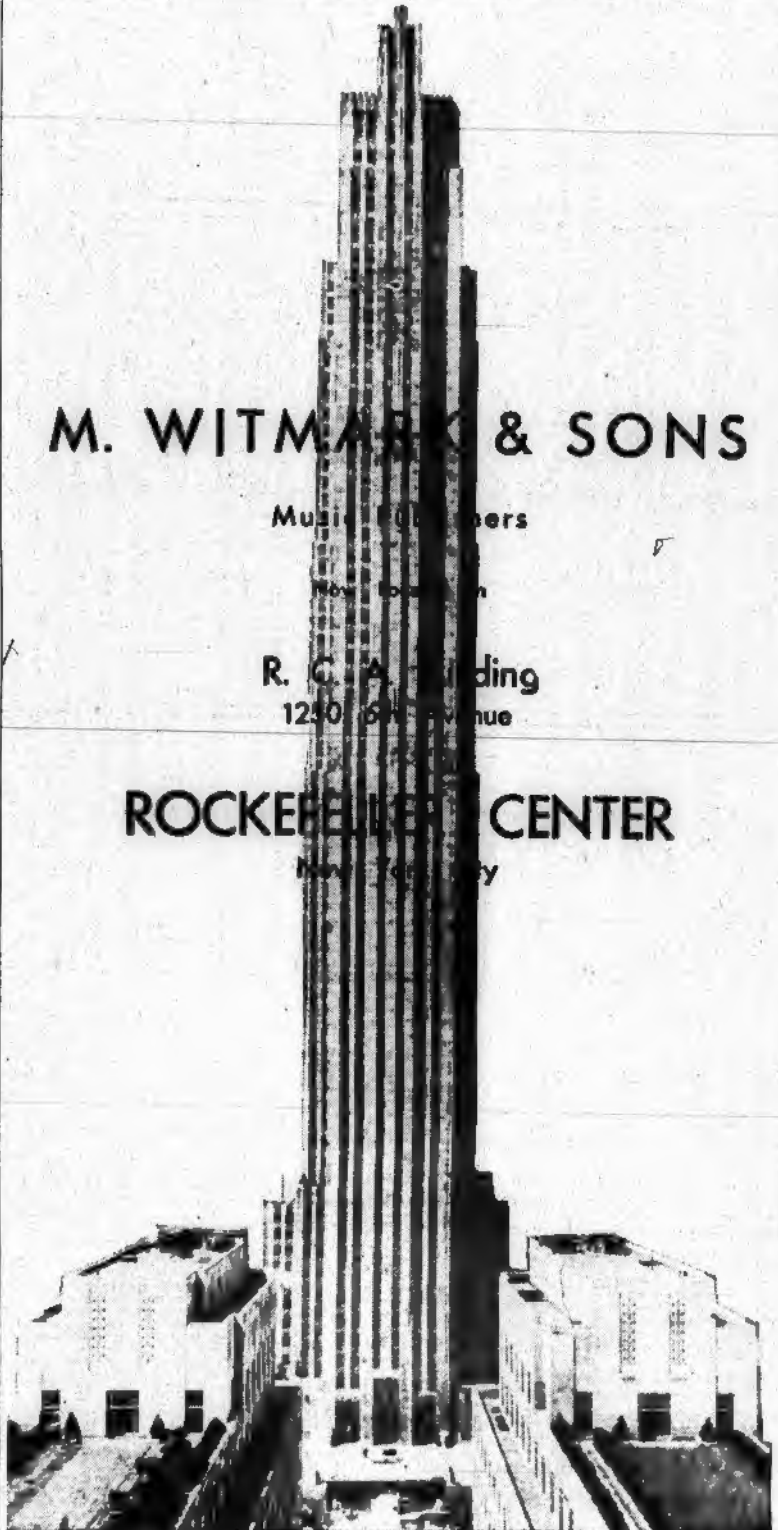
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# ROCKEFELLER CENTER

New York City



# Look for Price Slashing War in Discs; Bruns. Cuts Crosby-Lombardo to 25c

What is regarded by the trade as the precursor to a price-slashing war among the mechanicals was the announcement last week by Brunswick Records that the Bing Crosby and Guy Lombardo discs in its inventory would hereafter be available for 25c. Previously the stockpiles of these two retailers at 75c. Both Crosby and the Lombardos are now allied with American Decca.

Stated for similar tobogganing into the quarter class is the Casa Loma label, whose contract with Brunswick expires Oct. 1. Casa Loma records were immediately afterwards to Decca.

Viewpoint of the trade is that the price clips derive more from an attempt to anticipate a Decca move than from a desire to retaliate for the loss of these attractions. Impression current is that Decca proposes to retail its popular stuff at 25c. Decca sales policy will be revealed next week when the Edward Lewis enterprise releases its initial list, effective with Oct. 1 as far as the counter is concerned.

## Cof's Changes

Meanwhile, Brunswick, whose popular artists' setup has been effected most by the entry of Decca, is assuming a watchful and waiting attitude. M. E. Siegel, Brunswick president, declared last week that he intends to make no change in the policy of his company. There would be, however, he said, a shift in policy for the Columbia Phonograph Co., which is now owned by the Brunswick interests. Columbia list, avowed Siegel, is due for considerable improvement, but the details of the move here were not given.

Siegel returned the week before from a four-week stay in England. His purpose in going over was to find a new British release for the Brunswick masters. This franchise had been previously held by the Decca Co., of which the American firm is a subsidiary. Siegel, in commenting on his trip, said he had not looked for a substitute (though since the situation was not a pressing one, British Decca's contract with Brunswick, stated Siegel, had an other year to go).

Understanding is that Decca had some months ago turned in its notice of contract cancellation to Brunswick and that the British recorder is under no further obligation to accept any of the Brunswick masters.

## Riviera's Spot Booked Names; Richman Back

Harry Richman comes back tomorrow (Wednesday) night to Ben Marden's Riviera for a week, at the same time that the Dorsey Bros. lend debuts with Bob Crosby among the personnel. Laiter is Bing's brother.

Richman follows Eddie Garr and Merton Downey. Helen Morgan followed Richman. Marden will spot-book names for the Englewood, N. Y. roadhouse, for weekly or fortnightly changes.

Yad Koshler and Rubie Bloom (composing in Harold Arlen's place) authorizing the new Cotton Club revue, N. Y. Arlen and Koshler for several seasons fashioned it. Lucky Millinder and Mills Blue Rhythm Band staying at the Harmonitory. Ch. Calloway returns there Dec. 1.

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WRAE, WJZ and WABC.

- 1 Saw Stars
- Cigarettes in Dark
- For All We Know
- Only Have Eyes For You
- Swingin' Southern Accent
- Mean Old Southerner
- I'll Close My Eyes
- I'm in Bloom
- Love to Love
- I'm Lonesome Caroline
- Moonlight
- Learning
- Here Come British
- Very Thought of You
- Can You Face Me
- Never Had a Chance
- I'm Getting Sentimental
- Say It
- Panama
- Sweetie Pie
- Then I'll Be Tired

## Upstate N. Y. Town To Get Music Hall

Schenectady, Sept. 17. Preparations are being made to open old Hudson theatre here as Hudson Music Hall on or about Sept. 26. This new venture marks the return to active theatrical business of William M. Shirley, former president and general manager of Grand Theatre, Shirley is to be the s. m. of the Music Hall, and incorporates as Leonard Ash, local head of NRA and well-known advertising man; M. B. Fing of Chicago; Shirley's brother, Ben O'Brien, local attorney.

Workers are erecting new floor over old theatre orchestra section, removing seats and installing new features. Plans call for presentation of "The Drunkard" as part of the Music Hall entertainment program, singing waiters, and many other features. Admission set for 30 cents—also to include one bottle of beer and a sandwich.

## Cleveland Goes Harlem

Cleveland, Sept. 17. Don Redman and his band coming in Tuesday (16) at \$1,000 per week to premiere Bernie Bernstein's Cotton Club, which will be the first night spot opened in local Harlem sector on such an extravagant scale.

Club will have large stage for touring acts, shows, rooms on two floors and Homer Lattimore as m.c. First show includes Bobbie Gaston, Red and Struggle. Bernstein also owns Patent Leather Club, an all-white spot.

## AL JOHNSON REPS D.D. & O.

Los Angeles, Sept. 17. At Johnson, at one time representing the Sherman, Clay music catalog on the Coast, but inactive in recent years, has come here from San Francisco to represent Donaldson, Douglas & Gamble. It's first local representation for the publishing firm.

## H'wood After Names Till Vallee Returns

With Rudy Vallee not due back at the Hollywood restaurant, M. Y. until November, because of his Warner Bros. picture, Joe Moss will spot-book names into the Broadway entry to fill into the new revue. Gertrude Niesen and Hal LeRoy started this series of shifting.

Sophie Tucker was due into the Hollywood, but is still lingering in London. Belle Baker was wanted, but she's sailing for London. Helen Morgan refused to work in such a large room.

Charlie Davis bank continues until Vallee's return.

## Quiet Albany

Albany, Sept. 17. Albany's new anti-noise ordinance even extends to night club orchestras. Three musicians in a hot spot were arrested at 3 a.m. on a charge of making their music too loud and the proprietor, Daniel Deane, also had to face the judge.

In police court, the musicians, Benjamin Panetti, John Goldstein and Arthur Heintz, were dismissed, but Deane had to fork over \$50 on a charge of disorderly conduct.

## NIGHT CLUB REVIEWS

### Waldorf-Astoria, N. Y.

Starlight Roof of the swank Waldorf-Astoria marks its fall season with the return of Velox and Yolanda, ultra ballroomologists, and Anson Weeks and his California orchestra. It's a return for Weeks, too, although only for four weeks at this spot, as Guy Lombardo, after a healthy summer run, will continue at the Waldorf's empire room (grill) for the winter.

Weeks has been rotating in the several keys, heading from the Mark Hopkins, Princeton, his old standby, in early stages to the big time. After the Waldorf's month's stay he carries on to the Statler, Boston, for another month, etc.

He has a tip-top dance combo, per usual, including a highly personable songstress, Kay St. Germaine, who's a looker and suggests lending possibilities. Ben Gage is another new addition, "the" from North-western U. S., picked up across the board, and taking up the void left by Bob Crosby, Bing's brother. Gage, too, has a nifty vocal style on the ballroom and exhibition floor, his switched over to the Dorsey Bros. combo.

As for Weeks' top music he's sweet 'n' hot, and mixes up the newest with some scoring oldies which sound swell under new orchestration and treatment.

Velox and Yolanda also are back—after a Coast sojourn. Their new 5-6 dances is a heritage of a routine they created for a Metro film production. It's a pin novelty in broken steps, but a lot of fun.

As for the orchestra, it's a lot of fun, then an orthodox four-piece rhythm and then walks again, etc., producing an odd rhythmic effect. Musician Brown, of the Metro tap-dancing staff, wrote it for 'em and it's liable to become a new national dance vogue as nothing new in rhythmization has hit the ballroom in decades for years. This is their second encore and, unless salvaged, they skip it after their assessment of tangles, waltz and exhibition floor. Many fine notions to their routine and they still rate tops on personal appearance. Certainly Velox and Yolanda are among the foremost three or four dance teams in America, but in a niche all their own with their sartorial effectiveness.

Horacio Zito's tempo-rumba orchestra, with the variety director, the dance music and also plays for the dance team. And no one either. Ralph Napoli of the Statler is a vocal outlander with his guitar-ballooning.

The Waldorf of course is the Waldorf—one of the town's top spots.

### TABARIN, PARIS

Paris, Sept. 8. All summer this spot has had the rep of giving the only show in town. With everything else, both theatres and night clubs, either shut down or languishing, Tabarin has kept on doing big business.

Formula of the summer show, put on by Pierre Sautin, is the same as that which kept the place going big through the prosperity of the last winter season: lots of flesh, well picked, molded together with artistic but not too expensive costumes and sets and skillful music expressing continually changing moods. Stripping is always combined with gaud dancing—a Tabarin show is really a sort of ballet. Show runs from 11:30 to 1:15, with relatively short intervals for dancing.

## A Legal Friendship

### Mills Plasters Hylton at N. Y. Pier on Laiter's Arrival from London

#### Baton Octette

Hollywood, Sept. 17. Swank Clover Club, in getting orchestra for the place, had eight leaders show up, wanting the job. Management finally decided to hire all of them.

Spot switchers leaders every other night or so, with no sparkling.

#### Frank Burke West

Chicago, Sept. 17. Frank Burke, manager of the Andrew Karas hall here for the past year, has resigned to go to the Coast.

First job will be p.a. for the opening of the Harry Kaskin orchestra at the Rainbow Garden, L. A., Sept. 27.

dancing. Dancing number is a fairly conventional ballet by the white troupe, which will be Joan Warner in a fan dance, which she begins completely clothed, slowly dropping everything and finishing entirely nude under a flickering mauve light, with the fan completely removed for a flash. Her extremely thin body gets a weird effect. Miss Warner gets an even bigger effect in the final number, in which she follows a series of nude poses with a fully clothed dance, dropping the clothes as before for the climax and swinging her almost careless legs under the ghostly spot in a final series of cartwheel effects.

Other Americans in the show are five line girls, billed as Tabarin American Beauties, who wear leotards throughout. Striking strip-tease in the company are Yvonne Yami, Kador, and Emely Novelly. Latter combines a beautiful body with real pantomime skill, and in "Perversity in the ballet titled 'Contrasts,' second number, wears a red and black costume leaving the least and as even half of the rest of the body entirely nude.

Despite the success of all the stripping, however, the French Cancan, long a specialty of the house, in which 1000 boucans are worn, gets the biggest hand. Sautin is coming to the United States in the fall to look things over, and will take the show to South America, beginning in March.

#### MAYFAIR CLUB

Cleveland, Sept. 15. Easily the town's smartest night club, the Mayfair, has had appointments, cuisine, entertainment and novelties, the Mayfair officially launched the fall season here when Harry Propper and Joe Hoch opened it with a bang. The club is playing a long shot by running up such heavy nut, especially in these times, but the spot has all of the earmarks of a hit.

Once a dance spot, now open have given it a distinctive New Yorkish flavor by lining it with a rich maroon, accordion-pleated wallpaper as contrast by making the bandstand look like a draped royal box and by giving the cocktail lounge some glittering atmosphere. Decorations and unique lighting by Frank Becker relieve anything else on the local riazio for swank.

Another novel flash is offered by three changes of tempo for different dance sessions, and Ray Carlin's string ensemble on cocktail music.

Coley Worth does a lively piece of work as the m.c. for the first floor revue, but his leg-breaking acrobatic steps as well as his breezy gagging makes one of the best acts. Also Zimette and Minnie have a serve, highly stylized ballroom dance number that is better than their rhumba. Martha Raye puts a lot of personality and zest into a song-and-dance act.

Gaye Gaylor, vocalist with Old-man-Band, has an appealing voice, and there's also Rhy Laid's Texas—Longhorn Orchestra, who play quite a bit of class besides some sleazy gams. Proper plans to change show every two weeks, importing name bands for six-week stretches. Mike Speciale booking. Dock, his chef-partner, introduces his \$1.50 table d'hôte week-days and the drinks are top-notch.

As Jack Hylton debarked Wednesday (15) from the boat that brought him over from London he was served with a summons and complaint in suit for \$10,000 filed by Irving Mills in the New York Supreme Court. Mills says that he is taking Hylton via an old record to return some of the monies which the British bandman showed over him with while Mills was in England earlier in the year, when he was similarly greeted by a process server, with Hylton the suing party.

Day after Hylton had Mills plastered with a summons at the pier the British leader invited Mills out to lunch. When Mills at the time pressed Hylton for an explanation the latter remarked that business was one thing and an old personal friendship was another. The process had to do with business and the lawsuit was in honor of a still warm friendship.

Instead of making it a luncheon, Mills the day after having Hylton served sent him a box of American Beauty roses. The card enclosed read: "In honor of a still warm friendship."

#### But Friendly

Friendly feud between the pair started when Arthur Barker's C-Club began in England through the Harry Foster office. Hylton termed this move a violation of an agency contract he had with Mills and the former resorted to the courts in both New York and London. When Hylton through his American counsel failed to regain the hand from leaving the United States, he started a similar injunction proceedings on his home ground. There also the court failed to uphold his claim, and the band played the contracted tour.

Mills' court-litigation has to do with Duke Ellington's British tour in 1932. These dates were handled through Hylton. Mills now contends that Hylton booked the Ellington combo for one price and paid the latter off according to another and much lower figure—in addition to retaining the difference Hylton, Mills charged, deducted a commission of 5%. Through his complaint Mills is asking the court to order Hylton to give an accounting.

#### Weber in Rochester

Rochester, Sept. 17. Joseph M. Weber, president of the American Federation of Musicians will come to Rochester Sept. 22 to address the New York and New Jersey state convention. First visit to the city in 25 years.

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